

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



A Service --

For Directors of Women's Radio Programs

5 So. Wabash Avenue, Chicago 3, Illinois

July 1, 1944 - No. 107

SCHOOL LUNCHES TO CONTINUE

During the 1943-44 school year, more than four million children in 31,000 schools throughout the nation participated in the School Lunch Programs assisted by the War Food Administration. Because it was convinced of the value of this program to American children, Congress has appropriated \$50,000,000 for furnishing foods served at school during the 1944-45 term. This is the same amount that was appropriated last year.

Lunch at school and in child care centers will continue in 1944-45 as the community affairs they were in the past. Generally, the School Lunch Program operates under the local sponsorship of School Boards or other school organizations. Parent-Teacher Associations, Civic Groups, American Legion Posts and other non-profit organizations also act as sponsors of School Lunch Programs. The War Food Administration will continue to reimburse local sponsors for their purchases of food up to a maximum amount determined by the type of lunches served. The WFA will also distribute directly to schools suitable foods which are purchased through its Price Support Program.

This is the way the program works: The sponsors of the School Lunchroom sign an agreement with the War Food Administration's Office of Distribution, the Government Agency disbursing the funds. The sponsors tell what kind of lunch they plan to serve and how many children will eat it. Then the WFA agrees to pay back from two to nine cents for each lunch, depending on the type of meal served and the need of a school for assistance. However, the WFA expenditures in any school for this program can not exceed the total amount spent for food by the local sponsor.

(more)

WAR FOOD ADMINISTRATION
Office of Distribution

The sponsors will buy all the food and submit monthly claims and reports of program operations. Then the Government will reimburse to the local sponsor. Local groups must pay for the lunchroom equipment and labor since the federal funds are to be used solely for food purchases.

You may wish to remind your listeners that organizations such as Nutrition Committees and Civic Clubs can lend their assistance to initiate a local program where it is needed. With Community Canning Centers in operation, some of the extra produce this summer might well be donated for use later in school lunchrooms.

The School Lunch Program safeguards the health of the nation's children by assuring them at least one-third of their daily nutritive requirements. It develops good food habits among children and introduces them to a wide variety of nutritious and plentiful foods. In addition, the School Lunch Program will help give farmers and food distributors additional outlets for commodities in local abundance.

For detailed information, contact your Regional Office of Distribution, War Food Administration, 5 South Wabash Avenue, Chicago 3, Illinois

* * *

FRUIT FOR HOME CANNING

Because smaller supplies of commercially canned fruits will be available to civilians next winter, wise homemakers are looking over their canning equipment now and making estimates of how much fruit the family will need in the coming months. On their efforts will depend the quantities of canned fruits served at winter meals. And a bright spot in the picture is the fact that supplies of fresh fruit on the market will equal, and in some cases, surpass that of last year.

The apricot crop is estimated at three times as large as in 1943... about a third above average. Even with more apricots being dried and canned for direct war needs, the fresh fruit available for home consumption and canning will be about fifty percent more than last year.

California, which produces 90 percent of the apricots, expects a harvest of over 23 million boxes (25 pounds each), compared to about 6 1/2 million boxes last year. The State of Washington expects over a million and a half boxes of apricots, its largest crop on record.

In 1943 most of the canned and dried apricots went to non-civilian claimants, with only about a tenth of the commercial pack going to U. S. civilians. This year, besides having more fresh apricots for home canning, U. S. civilians will receive more than a third of the much larger canned and dried pack.

The peach crop promises to be 60 percent larger than last year and 17 percent above the average. However, non-civilian claims have doubled for canned peaches, and the set-aside for dried peaches will equal that of last year. So if folks at home want more canned peaches than they were able to buy last year, they will depend on home canning efforts. According to present

(more)

allocations, civilians will be able to plan on having almost twice as many peaches for fresh use and for canning as they did last year.

There is no official report on the apple harvest as yet, but prospects now are for at least a normal crop and one a third larger than last year's small yield.

The pear crop will average about 15 percent more than last year, with the large increases in the East and Pacific Northwest where the crop matures in the late summer and early fall. Here again non-civilian requirements have been increased and U.S. civilians can only expect about the same quantity of the total crop they received last year for fresh consumption.

Plums are one of the fruits in smaller supply than last year.

* * *

MORE ABOUT CHEESE

Cheeses which have been point-free for a two-weeks' period are back on the ration list at four red points per pound. They were ration-free for that period to permit reduction of large stocks of perishable cheeses in wholesalers' and retailers' hands. American cheese (or Cheddar) still requires 10 red points per pound, and perhaps your listeners are wondering why.

As you know, we're sending large quantities overseas. American cheese is ideal for the boys at the fighting front. First place, it keeps equally well in tropical or freezing climates. Then it's especially valuable as a food, because it contains more milk solids and less water per square inch, than most other types of cheeses. What's more, American cheese can take rough treatment; it can be stored away for long periods of time, and when it's ready for use it's still fresh and full of flavor.

Our Allies need Cheddar, too, to make up for diminished milk and meat supplies. And it's an essential food in Red Cross packages to American prisoners.

The Government has reserved sixty percent of July and August Cheddar cheese production for direct war uses. The reason for high set-asides in July and August particularly, is that production is greater in these months. When production declines during the fall and winter months, the Government will take less cheese so that civilian supplies remain even for the year.

* * *

PAPER CRISIS

There's no relief in sight on the paper shortage question -- until America's lumberjacks return from overseas. We'll soon be virtually without wrapping paper, paper cups, shipping bags, corrugated cardboard boxes for groceries, paper clothes-hangers, and clothes boxes. There is a black market right now in merchandise cartons, they are so greatly in demand.

Where paper is most needed -- is in our shipments overseas. Jeeps are packed in paper, and airplane parts, soldiers' uniforms, and food. It takes fifty-two pounds of paper to pack one ambulance. Then too, precious capsules of medicine, and blood plasma -- all these things are carefully paper-wrapped, and it has to be good paper. (more)

That's why we're asked especially to be sure to conserve heavy brown grocery and shopping bags and wrapping paper -- also the corrugated and fibre boxes that canned goods are shipped in, and laundry boxes, cereal boxes, salt cartons, and big suit and hat boxes. These cartons should be opened and folded for collection with newspapers. Heavy quality papers contain wood fibre that goes into the packaging of foods and goods which go from the factory to the retailer, and also overseas. Food and equipment is useless to a soldier on the battlefield if it arrives weatherbeaten and damaged.

It is an effort to gather up paper around the house, and see that it gets collected for salvage. But that effort is going to mean more paper for our needs at home. And what's most important, it's going to facilitate sturdy, substantial packing of vital foods and materials going overseas.

* * *

HAND PICKED FOR FRESHNESS

In line with our summary of the fresh fruit supply for civilians, here are a few pointers to stress in selecting and preparing fruits for canning: -

Fruits should be firm and ripe. For canning buy only fresh fruits produced locally or that which arrived by shipment in tip-top condition.

If fruits must be held over, keep them cool and well ventilated.

When ready to be canned, fruit should be sorted for size and ripeness ... this is to assure more even cooking. Avoid using fruit for canning that shows signs of decay. Even if bad spots are cut out, bacteria may remain in the rest and spoil the whole batch. Set aside soft but sound fruit for juice or jam.

Fruit should be pre-cooked briefly before it is canned. When packed hot the fruit shrinks and more will go into the jars; also the processing time in the canner is shortened. Fruits may be pre-heated in fruit juice, in syrup or water. Some fruits when heated yield enough juice of their own without more liquid. Adding sugar before heating also helps to draw out the juice.

Know how many pints or quarts of canned fruit will be made from a bushel of peaches or a few cups of berries before you start to can. That way you'll come out even, with jars. A table on page 13 in the new bulletin "Home Canning of Fruits and Vegetables", has the yield of canned fruit from fresh. This bulletin may be obtained by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

* * *

THE ENRICHMENT STORY

It's a good idea to keep reminding your listeners about the value of buying enriched white flour.

(more)

There is now in effect, as you know, a Government ruling that every loaf of white bread and all plain rolls on the market, be enriched to approved nutritive standards.

But - only about 70 percent of all family flour on the market today has been enriched. In other words, it's possible for a homemaker to buy white flour that is un-enriched....and she then doesn't receive full benefit of the important vitamins and minerals which were present in the whole grain.

Just to keep the whole story straight...here are the latest facts on enrichment...

When white flour is milled, part of the wheat is removed in the process. This part contains important food elements necessary for good health. So white flour is enriched with synthetic vitamins, in order that it contain the same vitamins and minerals as whole grain flour.

Of course, all white flour contains calories...but un-enriched flour does not contain the same amount of important food elements as flour that has been enriched.

Enriched flour, in case there is still some doubt, is just as white as ordinary white flour.. and it has the same rising qualities. There is no visible change; it has simply been made more nutritious.

Here is what the label "Enriched White Flour" means. For one thing, the vitamin niacin has been restored. Niacin is the vitamin which helps to prevent pellagra, a disease which weakens thousands of people in this country. Then, too, the vitamin thiamin has been added. Thiamin has been called the "morale" vitamin. The lack of thiamin tends to cause unsteady nerves, irritable dispositions, poor appetites, and a tired feeling. The third vitamin is riboflavin, the lack of which is apt to make you feel weak and run-down...have unhealthy-looking skin..hair without lustre, and eyes that look dull and tire easily. Then fourth, iron is added...iron, the important mineral which helps to build good red blood. These food elements are required in specific amounts before flour can bear the label "enriched."

Plain white flour may be enriched by the addition of the required amounts of vitamins and minerals, or the wheat may be milled in such a way that the flour contains some of the outer layers of the wheat berry. Then too, these two methods may be combined.

Enriched bread can be made by any one of four methods. Either enriched yeast is used...or enriched yeast and plain flour...or sometimes the required minerals and vitamins are added directly to the dough in pellet form. Riboflavin may be added to the bread by the use of powdered milk in the dough mix. And also - these methods may be combined.

It's especially important to emphasize to your listeners the highly nutritious qualities of enriched white flour. Un-enriched flour is a few cents cheaper, and therefore may tempt the housewife who does not know the difference between the two. But if every housewife will insist on "enriched" white flour when she buys, the millers who are still putting out un-enriched flour will have to start enrichment, because of the increased demand.

SOY BOYS

Shortage of soy sauce at the chow shack in the work camp manned by Japanese evacuees near Rochelle, Illinois, presented a problem to E. H. Regnier, extension service supervisor of farm labor, last week.

These American citizens of Japanese parentage have been evacuated from the Pacific coast area to avoid trouble there, and are now working in a pea vining operation.

The Japanese cook told Mr. Regnier that they had run out of soy sauce for the tables. He explained that they were used to buying it in barrels instead of the little three-ounce bottles stocked by local grocery stores. Barrels or 10 and 15 gallon tins were what they needed. Soy sauce seems as essential to these evacuees as coffee to the average American worker.

Rice is their mainstay of diet, but they want soy sauce with it, poured on like Americans use catsup or chili sauce. They like chopped meat, not ground in American style. They pour soy sauce on their meat, vegetables and salads. They are strong for salads and often have two kinds on the table at once.

* * *

DENTURE ADVENTURE, OR THE YANKS ARE COMING

Another report from the Extension Service tells of a dentist who made a new record in tooth-pulling at the camp which houses 110 Jamaicans working in orchards near Vienna, Illinois. He visited the camp to make a routine inspection of the health of the workers as provided in the contract with the Jamaican government.

At a session with the Jamaicans, one of them came forward and said he wanted teeth pulled. The dentist had his equipment with him. He asked if any others would want teeth pulled. Forty Jamaican hands were raised eagerly.

The first Jamaicans examined had several badly decayed teeth which had to be pulled. One young man, only 21 years old, had previously had all his teeth pulled and was getting along without teeth. After an hour of dental inspection and pulling of the hopelessly bad ones, which ran from one to eight teeth per person, the dentist quit from sheer exhaustion. Several more sessions will be necessary to complete the job.

* * *

CALL ON THE WILD

Local wild plants and berries often contain great food value. Wild rice in Minnesota is reported as a good source of several B vitamins..... thiamin, riboflavin, nicotinic acid and pantothenic acid. The Buffaloberry, a fruit native to North Dakota and one of the most popular fruit-bearing shrubs is rich in ascorbic acid (vitamin C). Other wild berries are reported to be plentiful in some sections and will help fill pantry shelves if they are gathered for home canning.

* * *

"A PIE-OUS REMINDER"

It's harvesting time in the Midwest for early Transparent apples and good dessert time for families of homemakers who will serve some of the early fruit.

Transparents lend themselves well to appetizing desserts especially popular in the summer. It's a good idea to use these apples regularly during the next few weeks because their season is short and they do not store well.

* * *

A CHEERY WORD ABOUT CHERRIES

Michigan reports the sour cherry crop in that state is in excellent condition in the northern commercial area but somewhat less favorable in the central and southern areas.

The weather was favorable for pollination in the central and northern districts. Brown rot has been reported in most of the commercial sections and has materially reduced the set of fruit in some orchards. Some early varieties from the southern part of the State are ready for harvest. Processing of the important Montmorency crop gets under way soon after July 1. If the indicated production of 52,400 tons materializes, the 1944 crop will be the highest on record. The sweet cherry crop follows the same pattern as the sours, with the southwestern area having the poorest crop and the northern area the best.

Berrien County reports a very short crop. Brown rot is serious in some orchards. Harvest began last week in the southwestern area. Production is estimated at 4,600 tons and, like sour cherries, is indicative of a record crop. Harvest of the raspberry crop started during last week in the southern part of the state. A good crop is in prospect.

* * *

SEED DEED

The WFA has allocated about 92 percent of the available seed supply for next year's estimated 5 million commercial acreage and over 20 million Victory Gardens. It was indicated that most kinds of vegetable seeds will be available for the fiscal year beginning July 1, and will be ample to meet current requirements and provide means of additional pounds for reserves.

The quantity earmarked for civilians is about the same as that of the last fiscal year, but the quantity allocated for shipment to our Allies and liberated countries is slightly larger. 295 million pounds of seed was allocated by the WFA last year. This year's overall allocation amounts to 302 million pounds.

* * *

MIDWEST FOOD OUTLOOK

Foods in Plentiful Supply for July

POTATOES

ONIONS

TOMATOES

PEACHES

MELLONS

EGGS

FROZEN VEGETABLES

CANNED GREEN AND WAX BEANS

DRY-MIX AND DEHYDRATED SOUPS

PEANUT BUTTER

CITRUS MARMALADE

SOYA FLOUR

GRITS AND FLAKES

WHEAT FLOUR AND BREAD

MACARONI

SPAGHETTI

NOODLES

OATMEAL

RYE BREAKFAST FOODS





LIBRARY
CURRENT SERIAL RECORD

JUL 18 1944

Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.

July 8, 1944 - No. 108

A REFRIGERATOR WHAT AM!

Have you ever wondered if the family refrigerator would hold another article of food without a tumbling act next time you opened the door? Uncle Sam has had the same thoughts when commercial storage space filled and agricultural commodities poured into the markets during the seasons of heavy production.

But how to solve the problem in face of the existing shortages of material and labor? Somewhere along the line, Lt. Col. Ralph W. Olmstead, Deputy Director of the War Food Administration's Office of Distribution, recalled as a boy visiting icy caverns in the Western deserts. He directed a search of possible "natural refrigerators"; and a 75-year old limestone mine near Atchison, Kansas was picked to become the largest single cold storage house in the United States.

The mine has 12 million cubic feet of space... about 10 percent of all public cooler space in existence in this country. With a normal temperature in the 50's and natural insulation formed by limestone, the mine presents no problem for refrigerating engineers. A number of cooler units will be placed at strategic spots through the mine giving it a temperature between 30 and 32 degrees. Between 3,000 and 3,500 carloads of food can be stored with ease. Also because of its natural floor there is no limit to the load that can be piled up at any one point. A fourteen foot ceiling gives plenty of clearance for the movement of trucks. Three hundred feet from the entrance is a railroad siding and additional tracks can be laid to unload stocks from freight cars. These cars then can be moved into the mine in small trains pulled by tractors.

(more)

WAR FOOD ADMINISTRATION
Office of Distribution

A building equal in floor space to this mammoth natural refrigerator would have cost about \$15,000,000. The Atchison project will cost one-tenth this figure. In addition, the Government will save about three and a half million dollars annually in storage bills.

The project will benefit the farmer because it will be possible for him to market hogs even after all commercial storage is filled. The consumer will be protected because this Government operated refrigerator will keep seasonably abundant eggs and lard and other food from spoiling. Here also will be held food for eventual release to liberated countries and countries under Lend-Lease. This refrigerator being nearly in the center of the United States, supplies may be shipped either east or west as the situation requires.

War Food Administration officials are hopeful of placing portions of the mine in operation August 1. Lard will be stored as soon as the project is completed. As the vast interior becomes chilled, fat backs, salt and cured meat, dried fruits, and dried eggs will also be put away for future use.

The refrigerator doors at the Atchison project will never bulge either. Mining of limestone by the present owners will continue, and under such an arrangement new storage space will be continually available.

* * * *

UNCLE SAM AND HIS EGGS

"Purchase an extra dozen eggs" was a familiar plea to consumers this spring and early summer in view of the especially abundant supplies of shell eggs. Uncle Sam was also in the purchasing lines at market turnstiles to protect both the producer and consumer.

By buying shell eggs which were coming to market in excess of consumer demand ... and at a price in accordance with law ... the government assured the producer a fair return for his labor and investment. If prices had not been supported, producers might well have sold off too many laying hens, which would have resulted in egg shortages this coming fall and winter. However, now that the seasonal peak in egg production is passed, the War Food Administration is able to curtail its purchases of eggs for the time being.

The stocks of eggs purchased by the War Food Administration to support prices will not be "dumped" on the market. Of the 10,000 carloads ... 6,200,000 cases of shell eggs purchased by the War Food Administration during the first six months of 1944, more than 3,000 carloads have already been placed. Some 500 cars of eggs have been distributed to school lunch programs and to hospitals and institutions throughout the United States. Nearly 2,000 carloads have been sold to the trade mostly for drying purposes. The dried eggs will be purchased for our Allies under the Lend-Lease Program.

Since mid-May about 500 carloads of eggs have been broken and frozen for the War Food Administration. The frozen eggs will be held by the War Food Administration as a backlog for use later in the season. The better grades of shell eggs will be retained in storage for use by civilians in the fall months if a seasonal shortage develops.

* * *

CANNING WITH THE NEIGHBORS

The development of Community Food Preservation Centers throughout the country indicates that canning for home use will be definitely increased this year. It is estimated that between 5,000 and 6,000 centers will be in operation this season. This is approximately 35 percent more than last year.

One of the most interesting new trends in community canning is the effort now being made to improve centers already established, either by purchasing additional equipment, or by rearranging the plant for better flow of work, thereby increasing the production capacity of the center. There has also been a trend to use tin in preference to glass containers, which practice also increases production. In some sections of the country, centers have added cooling units, slaughter houses, smoke houses for curing meats, freezer locker units, etc. These facilities serve a real need particularly in rural areas.

Nearly every center in the country is now supervised by persons who have been specially trained. Through workshops on a national, regional, state and area basis, practically every supervisor and operator has had an opportunity to receive training.

Food Preservation Centers have been established in 45 states.

According to the most recent survey, the largest number of Community Canning Centers are located in the South with 47 percent of the total. However, this year there has been great expansion in the Southwest and West. Forty-five states already have established Food Preservation Centers.

The main idea behind Community Canning Centers, as you know, is to prevent waste of food by making available equipment and supervision, so that whole communities may can food for their own use. This is extremely important now, because there will not be as much canned food available to civilians this fall and winter, and families will benefit by canning their own food in order to assure well-balanced diets for the coming winter. Women are urged to can only nutritious foods, and to put up such quantities as they are able to use in their own homes... no more. If their gardens produce more than they need, they are urged to share crops with their neighbors or to can these abundances for school lunch needs.

It might be a good idea to urge your listeners to find out if a canning center is located in their community... perhaps they would be interested in finding out just how these centers generally get into operation. In most cases, interested citizens make an appeal to the County Commissioners, the Rotary Club, the Parent-Teacher Association, or other civic organizations... and as a result... surveys are made, and a meeting is held in which a committee is appointed to take charge of the project. The committee works out plans... orders equipment, sets up procedures. Money is raised from individuals, or is donated, to start the operation. In many cases, the canning center becomes self-liquidating, through the expedient of charging 5 cents or 6 cents a can, the participants. The success of a canning center seems to depend on the degree of enthusiasm and spirit of cooperation in the community. In many communities, the food preservation center is a

(more)

1944 version of the old-time quilting party...where the neighbors get together for a good time, and incidentally, do a big day's work.

The scope of the development of these centers has been largely dependent upon wartime conditions. Many universities are taking the lead in providing the courses for students and laymen...and often provide actual canning centers on the campus for practical application of the training. This seems to be a good indication of community food preservation as a permanent enterprise.

* * *

FACTS ABOUT THE FOOD SUPPLY

At present, most foods are in good supply and will continue so during the current growing season...barring unfavorable weather.

Beyond the current season, the food supply for American civilians depends upon: the progress of the war, the weather, labor for emergency work on farms and in food processing plants, new farm machinery, and Victory gardening and home canning efforts.

While long-range forecasts about food may not always turn out 100 per cent correct, here in brief is the present outlook for civilian supplies per capita:

MEATS: Adequate supplies as long as marketings continue high...except for preferred cuts from the better-grade carcasses on which military takings are heavy and civilian demand is strong.

DAIRY PRODUCTS: Fluid milk about same as last year, well above pre-war. Butter, cheese, evaporated milk continue under rationing, with military requirements heavy.

EGGS: Record high most of this year, but expectations are that supplies will be smaller next year.

VEGETABLES: Seasonal abundances of fresh vegetables...especially onions, celery, cabbage, green peas, snap beans, tomatoes and melons.

Because of greatly increased military needs, canned vegetables and vegetable juices to civilians will be cut sharply during the year...beginning July 1...especially tomatoes and tomato juice, snap beans, peas, beets, and asparagus.

FRUITS: Fresh fruits, especially deciduous, more plentiful, but canned fruits and juices about the same as last year's low supply.

FOOD FATS AND OILS: Not much change from last year, except that lard will be more plentiful as long as hog marketings continue high.

SUGAR: Enough to cover essential needs but not to increase rationed amounts.

GRAIN CEREALS: Continue plentiful.

* * *

CONSERVE THOSE PAPER BAGS

Retail stores of the country will have only half their usual supply of wrapping paper and paper bags for the 1944 quarter- May, June, July and August. Total production of paper and paper bags for carrying foodstuffs will be about 11 percent less than the first quarter and approximately 23 percent less than the second quarter of 1943. The 1943 production was also 20 percent below that of 1942, a "normal" year. The present prospective shortage of these materials threatens to become a serious bottleneck in the distribution of foodstuffs to civilians unless both retailers and consumers cooperate in alleviating the situation.

Since 1941, the consumption of pulpwood...the primary raw material used in the manufacture of paper and paperboard...has been at a higher rate than imports and domestic production. As a result the inventory is now down to about three-fourths of normal. There is a shortage of manpower in the woods to cut the pulpwood. Trucks used in hauling pulpwood out of the woods are wearing out. Then too, before the war, we imported a part of our pulpwood from Canada. Wood pulp came from Canada, Norway, Sweden and Finland. The bulk of the newsprint was shipped in from Canada. The war cut off our wood pulp supply from Scandinavia and has reduced our supply of pulpwood, wood pulp and newsprint from Canada.

Packaging of supplies for shipment to men on the fighting fronts is fully as important as producing the supplies themselves. Clothing, equipment and food are useless if the packages carrying them fail to protect the commodity in transit. Every piece of equipment has to be individually wrapped in waterproof paper, usually in triple layers. Smoke and explosive shells for 4.2 inch chemical mortars are individually wrapped and then placed in boxes with waterproof liners.

It takes 25 tons of blueprint paper to make a battleship. Each Signal Corps radio set takes 7 pounds of kraft paper and 3 pounds of book paper. There are 700,000 different kinds of items shipped to the Army, and they are paper wrapped or boxed...

More than 8,000 tons of paper are consumed every year by the Chemical Warfare Service for waterproofing overseas shipments. The entire output of one paper mill is not enough to keep up with the demands of storage depots alone.

If current allocations of paper bags and warppings are to go around, stores and customers must cut down radically on the use of these materials. Many articles will have to be accepted unwrapped by the customer. Purchases from different departments of the store will have to be put all in one bag. Merchandise already wrapped or boxes...such as bread, cereals, soap products, coffee, carton eggs should be taken "as is." So urge your listeners to carry shopping bags or baskets and reuse paper bags whenever possible. The best way for both retailer and consumer to get more paper bags and wrappings is, of course, to collect more waste paper.

HI YA, POD-NER !

The snap bean harvest is now underway in some sections of the Midwest Region. Some areas such as McDonald and Barry Counties in Missouri, report that the crop is so large that ordinary market channels are not absorbing the temporary abundance.

With the harvest of snap beans becoming general, homemakers are urged to use this vegetable while it is in abundant supply, not only for use as a fresh vegetable, but also as a home and community canning item.

Midwest Region nutritionists make these suggestions: -

Snap beans are included in Group I of the "Basic 7" chart - "Green and Yellow Vegetables." This group of vegetables are listed together because they are good sources of carotene - Vitamin A.

Since Vitamin A can be stored in the body, it is a good plan to hoard it up to use later. Snap beans also contain a fair amount of Vitamin C and thiamin, riboflavin, niacin, and the minerals - iron, calcium, and phosphorus. They are low in calories.

Snap beans are so easily prepared, economical to buy, no peelings, pods, or husks - only the ends to snip off and the one end may be left on if desired. Preserve all the goodness, flavor, and fresh taste and green color, as well as the minerals and vitamins by proper cooking. Use the snap beans as soon as you can after they come from the garden or market. If you must store them, do so in a cool place and do not snip off the ends or cut them up until you are ready to use them.



1.942
F3R11C

LIBRARY
CURRENT SERIAL RECORD

JUL 26 1944

U. S. DEPARTMENT OF AGRICULTURE

Radio Roundup

on food...

A Service --

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.

July 15, 1944 - No. 109

TURKEY TALK IN JULY

Turkeys sent to American fighting forces have played an important role in building morale since the war began. As a result, holiday dinners this year will again feature turkey and "fixings" wherever an American fighting force is stationed.

The turkeys will be obtained by the U. S. Army Quartermaster Corps under a set-aside order announced by the War Food Administration, to be effective July 17, 1944. This order, WFO 106, will operate in nearly all the states west of the Mississippi River, in Illinois, Wisconsin and Delaware, and in certain counties in Virginia, West Virginia, and Maryland. These are the nation's major turkey producing areas. All turkeys marketed and dressed in these areas will be set aside until the quantity needed is obtained. While the actual quantity to be procured for all the armed services cannot be disclosed, the amount will probably exceed the 35 million pounds obtained under a similar food order last year. The amount will be in addition to the 8 million pounds of hen turkey obtained during April and May.

Last year turkeys for Thanksgiving, Christmas and New Year's Day dinners went by ship, plane, truck, jeep, muleback and manback to battle fronts. Sailors and marines wounded on Tarawa ate turkey in sick bay aboard ships that evacuated them from the island. Turkeys were cooked in galleys of American fighting surface ships and submarines in the Pacific, the Atlantic and the Mediterranean. Turkeys were featured holiday courses for our forces stationed in North Africa, Italy, England and at home.

(more)

WAR FOOD ADMINISTRATION
Office of Distribution

Since the requirements for the armed forces are greater this year, the supply of "holiday birds" for civilians will be somewhat smaller. It is expected that civilians will have available about 3 pounds of turkey per capita this year. This is only about a quarter pound less per person than last year. Due to favorable weather and growing conditions thus far in the major turkey producing areas, turkey slaughter is expected to total 480 million pounds compared with an actual total of 466 million pounds last year. By way of comparison, in the pre-war years 1935-39 the average per capita consumption was 2.6 pounds of turkey.

* * *

THE FAT OF THE LAND

Because the peak season for milk production is passed, less butter and Cheddar cheese will be available for our total civilian population during the July through September period...less than for the past three months. With the exception of butter, the supply picture of other edible fats and oils is improved. Civilians will be getting one billion, 41 million pounds for consumption during July, August and September, compared with 998 million pounds for the past quarter.

The civilian allocation of butter for the next three months is down about 37 million pounds...about 395 million pounds compared with 432 million pounds for April through June. Because of armed forces' requirements, it will be necessary to continue the Butter Set-Aside Program through September or October. So civilians can expect less butter the rest of this year than they had the past six months.

Cheddar cheese supplies for civilians will also be smaller during the present quarter...103 million pounds compared with 120 million pounds for the preceding three-month period. The current allocation is larger than for the months October 1943 through March 1944 when civilians were getting 90 million pounds each quarter. While the Cheddar cheese allocation has been cut, civilians will have about 6 million more pounds of Swiss, Italian, Limburger and other similar types of cheese during the next three months.

Evaporated milk supplies for civilians, too, will be smaller during the next quarter...about 383 million pounds compared with 435 million pounds from April through June. In partial compensation, the condensed milk allocation has been upped about .4 million pounds.

* * *

FREEZING FRUITS AND VEGETABLES

For the year beginning July 1, war requirements will take slightly more than half of our supply of commercially canned fruits and vegetables. So folks who can get fresh produce are planning to supplement winter meals with foods preserved at home. They will be canning, brining, drying and freezing foods.

(more)

Where freezer locker storage is available, it is one of the best means of food preservation. Vegetables and fruits that are frozen keep almost all of their natural color, flavor, and nutritive value.

All fresh foods contain bacteria and organisms that multiply and soon spoil food at ordinary temperatures. While the action of bacteria and enzymes is not stopped completely by freezing temperatures, it is slowed. So foods at zero degrees Fahrenheit keep for six months to more than a year in about the same condition as when they were first frozen.

The Bureau of Agricultural and Industrial Chemistry in the U. S. Department of Agriculture has recently issued a bulletin telling how to prepare vegetables and fruits for freezing. The pamphlet outlines preparation steps and methods of packing. For a free copy, write to the Office of Distribution, WFA, 5 South Wabash Avenue, Chicago 3, Illinois, and ask for bulletin AWI-100, "How to Prepare Vegetables and Fruits for Freezing."

* * *

EGGS IN DAILY MEALS

Eggs served "as eggs" or hidden in the cooking are a versatile food in summer meals.

The Bureau of Human Nutrition and Home Economics in the U. S. Department of Agriculture has just issued a pamphlet, "Egg Dishes For Any Meal." This pamphlet on yellow paper tells first the familiar ways to fix eggs, stressing a few fundamental rules so that the eggs will not be cooked to a tough and leathery state. There are over 40 recipes given for using eggs... with vegetables and cereals...in salads, salad dressings, and sandwich spreads...as custards and other desserts.

Although eggs are still in good supply across the country, the recipes in this pamphlet can be used whether eggs are scarce or plentiful. The smaller number of eggs called for in a recipe give an appetizing dish, but when the homemaker has an abundance of eggs, she can use the larger number called for in the recipe and get more food value. Egg dishes, such as custards and puddings, will be smoother and richer when more eggs are used.

Broadcasters may wish to tell their listeners of this 16 page booklet. A free copy may be obtained by writing the Office of Distribution, War Food Administration, 5 South Wabash Avenue, Chicago 3, Illinois. Ask for bulletin AWI-89, "Egg Dishes For Any Meal."

* * *

FRUIT BUTTERS THE BREAD

With butter supplies smaller the rest of the year, the wise homemaker is now making jelly and fruit butters to stretch the "spreads" on toast and sandwiches this winter.

Fruit butter is more economical of sugar than any other fruit spread. Also, many fruits too small or imperfect in shape for canning make excellent fruit butter. Since no straining of the fruit is necessary as for jelly, fruit butter also saves on preparation time and increases the bulk of the end product.

The fruits most commonly used for butters are tart apples, apricots, grapes, peaches, pears, plums and quinces. Apple butter made with cider has an especially good flavor. Or apples may be combined with grapes, quinces or plums.

To make fruit butter, use only sound, ripe fruit...or firm portions of windfalls or culls. Cook the fruit until soft, stirring constantly. Press first through a colander and then a fine sieve to give the fruit a smooth consistency. The quantity of sugar varies according to taste, but the usual proportion is half as much sugar as fruit pulp. A fourth to a half teaspoon of salt added to every gallon of butter brings out the flavor of the fruit. Boil the sugar and fruit mixture rapidly, stirring as it boils so it won't burn. As the butter cooks down and becomes thick, turn the heat lower to prevent spattering. When the butter is thick, test by pouring a spoonful on a cold plate. If no rim of liquid appears around the edge, the butter is done. Then stir in spices as desired...one to two teaspoons of mixed ground spices to a gallon of the butter, may be just enough to give a delicate spiciness without hiding the fruit flavor. Pour the boiling hot butter into hot sterilized jars and seal.

* * *

ANOTHER TRIP FOR THAT WOODEN CONTAINER

There's a shortage of wooden containers. This fact, plus a bumper harvest of fruits and vegetables in prospect, has prompted the War Food Administration to urge grocery stores and consumers to use every means to save precious boxes and baskets.

Wooden containers when returned to market channels have re-use value. Orange crates can be used to ship peaches, apples or vegetables. And it is estimated that as high as 60 percent of some commodities such as cucumbers, beans and broccoli could be marketed in used wooden crates or hampers.

Thousands of empty wooden containers are now used by retailers to hold groceries purchased in their stores and carried home by customers. Few of these containers ever find their way back to commercial use again. They are usually burned or destroyed.

(more)

Broadcasters can help in the Container Salvage Campaign. You might urge listeners to use a cloth shopping bag to carry home the larger purchases of food stuffs. Tell them if the merchant packed their groceries in a wooden box last week, not to discard it. Have them take it back to the grocery store for carrying the food order home this week. The same suggestions hold true for cardboard cartons and large brown wrapping paper bags on which production is also limited.

* * *

STILL MORE FOOD FOR CIVILIANS

The Office of Distribution, War Food Administration, has the wartime assignment of seeing that necessary groceries are made available to our armed forces, Allies and territories. Stockpiles must be maintained in quantities sufficient to meet war needs. But when certain food reserves are no longer needed to meet non-civilian requirements, they are released to American consumers. Inventories are constantly reviewed. By so doing, danger of excessive surpluses to disrupt markets after the war is reduced and stocks are kept in fresh condition. To prevent deterioration in Government owned foods...particularly of a perishable nature...the War Food Administration "turns" its stock which is an established trade practice.

As a result of this policy, the War Food Administration sold back into civilian trade channels more than 15 million dollars worth of food during May and June. The list included canned fruits and vegetables, dried fruit, dairy products, eggs, beans, peas, rice, fish products, and Irish potatoes for manufacture of starch.

Occasionally the inventory reveals relatively small lots of food which are "out of position" for Government use. This means, for example, that food sent to one part of the country for shipment overseas may be released to the trade because of changed shipping schedules.

Some of the stock released were built up as a result of purchase under Price Support Programs...which the War Food Administration has undertaken to encourage production and to assure adequate supplies. These purchases are made during the period of peak production, and as production declines and the market can absorb the commodities they are fed back to consumer channels.

The War Food Administration's Office of Distribution through its Sales Division, is attempting to make use of established normal trade channels to release food stocks for civilian use. Generally, the original packer is given the first chance to buy back food stocks. Any balance not sold in that manner is distributed through other usual trade channels.

Marketing Plentiful Foods:

Although American produced food cannot always fill every wartime demand put on it by civilians, our armed forces, and Allies, there are periods of market surpluses...at least seasonally and locally.

(more)

This periodical abundance may be due to particularly favorable growing weather and above normal yields. Or a crop may be overplanted because the year before there was a below average yield and prices at the market advanced. Or, sometimes storage and transportation facilities are limited.

The Office of Distribution, War Food Administration has been assigned the job of seeing that food produced on American farms is available at the place it is needed at the right time and in the proper form. When there are plentiful foods...especially perishables...the War Food Administration attempts to see that they are consumed fresh or canned and stored for future use. This not only helps to assure adequate diets for the civilian population the year around, but provides the American farmer a market.

To keep the American public informed as to plentiful foods, the Office of Distribution issues a weekly check list...also an advance list of foods, likely to be plentiful for the month ahead.

Market news reporters at most important terminals issue daily and weekly reports of the amounts, quality and prices of fresh produce. Regional and District offices of the Office of Distribution call attention to the supplies of food in their areas. Local Nutrition Committees are provided with food supply information in order that they may contact consumers in various ways. And whenever a commodity promises to be so plentiful as to require a special drive, a fact sheet is prepared and sent to other Government agencies, to the trade and various other groups who might help on the program.

* * *

YOUR STAKE IN STORAGE

Midwest homemakers are reminded that the principal protein foods--meat, poultry, fish, eggs and cheese--especially should be used to best advantage because they give us energy for wartime jobs. Proper storing of these foods is important and will help cut waste.

Store meat cold and covered loosely. Wipe off chops and roasts with a damp cloth just before using. Keep meat for stews, cut-up poultry and ground meat extra cold and cook soon because cut-up meat tends to spoil faster than meat in a piece. Keep cooked meat covered and cold. If serving it sliced or chopped, cut just before using.

Poultry should be washed thoroughly inside and out, then dried well and stored very cold until time to cook.

Fish should be cooked at once. If it must be stored, wrap it in waxed paper and keep very cold. Be sure to put fish away from other foods that are likely to take the fish odor.

Keep eggs covered and cold. They store best in a covered pan or bowl away from strong-smelling foods. Keep leftover egg yolks by adding just enough cold water to cover. Put egg whites in a jar or dish and cover tightly. Keep in a cold place and use soon.

Cheese also should be kept cold and covered. Serve cottage cheese and other soft cheese soon after buying, as they spoil fast. Hard cheese should be tightly wrapped before storing.

* * *



Radio Round-up

on food...

A Service --
For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago, Ill.
July 22, 1944 - No. 110

A FLAG MARKS THE SPOT

Food processors who have gone ahead to set records in quality and quantity of production, despite wartime difficulties, are receiving the War Food Administration's "A" Award for Achievement.

At present, 172 food processing plants across the country are flying the "A" award flag which represents the same high standards of work for food processing as the Army-Navy "E" awards does for industrial production.

The verdant green background of the flag symbolizes the agricultural base of the food processing industry. The center design...a circle formed by a head of wheat on one side and a steer gear on the other...signifies full agricultural production. Within the circle is the blue "A" for Achievement. A white star in the upper left hand corner of the flag indicates a year of outstanding accomplishment.

The flag must be won anew each year. However, once a plant gets recognition, it strives to maintain a high record of production in order to be eligible for a new flag. Each successive flag carries an additional service star in the left hand corner...one for each year the award is granted.

The flag was designed to represent the cooperative spirit of the plant as a whole. A pin has also been designed for employees to wear as their personal symbol of cooperation. The pin bears the central device carried on the flag and the words, "Achievement Award - Food Fights for Freedom". Over 100,000 food processing workers in the United States have earned these pins.

(more) . . .

Nominations for the "A" award are originated by Regional Directors of the Office of Distribution, War Food Administration...or by Commodity Branches of the Office of Distribution in Washington, D. C. Any employee of the Office of Distribution may also propose a plant for consideration. An Awards Board then considers the nominations and recommends final action to the Director of Food Distribution.

Both the War and Navy Departments have expressed their desire to have a part in awarding the "A" to outstanding food processors. Therefore, an Army or Navy officer makes the presentation of the flag at a special ceremony at the recognized plant.

* * *

VITAMINS: LOST, STRAYED OR STOLEN

Fresh air and water are good for man and beast...but not for the life of a vitamin.

The homemaker who wants to assure her family vitamins in proportion to the vegetables and fruits consumed, must buy only the amount of perishable foods her family will eat. The longer vegetables and fruits stay in the market and in home storage, the more vitamins lost.

Vitamin C is easily destroyed. Heat and air are two of its common enemies and water will dissolve it. So even though some of the "greens" which are relatively good sources of Vitamin C, may seem dirty when they come from the garden, they should not be soaked in water. Wash them quickly in one water bath. Lift them out and place in fresh water. By several quick rinsings, the grit and dirt will sink to the bottom of the basin and the vegetables will not be bruised or crushed. And crushing, also, is another way to lose some of the Vitamin C.

When cooking fresh greens use just enough water to keep them from sticking to the pan. By cooking vegetables in briskly boiling, slightly salted water, Vitamin C is retained longer...but remember to use as little water as possible.

The less cut surfaces there are, the less vitamins will be exposed to water and air. Cut vegetables in large pieces rather than small ones...or better yet, boil them with skins on.

Vegetables that are to be grated or diced should be fixed just before using. Cole slaw, for example, should be shredded at the last minute so the air will not have much time to destroy the Vitamin C. Vegetables that are shredded lose less vitamins than those that have been chopped. The use of a plastic knife for shredding results in less vitamin loss than using a metal one.

Thiamin, riboflavin and niacin...three of the B vitamins, are soluable in water also. Foods rich in these vitamins should not be soaked, and the liquid in which they are cooked should be used.

(more)

There is a knack of preparing frozen foods in order to keep the vitamins too. Keep them frozen hard until you're ready to use them. Vegetables should be placed frozen, into slightly salted, boiling water.

In canning, acid fruits and tomatoes retain their Vitamin C better than do non-acid vegetables. A good bit of the B vitamins dissolve in canning, so if the liquor in the jar is not used, much of this vitamin value will be lost.

Whether foods are canned, frozen or dehydrated, there are several points to remember if vitamin value is to be retained. Select produce or prime quality and maturity. Second, prepare food immediately before it has time to deteriorate. Use product within a year, if possible, from the time it was prepared.

* * *

FEATHERWEIGHT VEGETABLES

From January through June of this year, 120 million pounds of dehydrated vegetables have been produced to meet the immense needs of war...90 percent of this output going to the armed forces and countries under Lend-Lease.

While there were only 18 vegetable dehydration companies in the United States at the beginning of the war, there are now around 150. Dehydrated foods have played an important role in this war because they save cargo and shipping storage space. In addition, dried foods keep well and retain much of their original food value, flavor and texture.

Vegetables for dehydration are cut into cubes, strips or shreds. Then they are placed on trays or conveyor belts and either dried in cabinets or run through drying tunnels. The drying time ranges from eight to fifteen hours...the principle being to dry the vegetables from the inside out. The exterior of the vegetables is kept moist by controlled humidity in the drier until the inner product is of a desired temperature. Most of the water is evaporated in the early stages of drying and then the heat is decreased.

As you may know, vegetables are 75 to 95 percent water. At the end of the dehydration process, this water content is cut to as little as 5 percent, and the vegetables shrink from one-third to one-sixth the size when fresh. This method of processing cuts weight even more than bulk...to one-tenth that of the raw product.

As soon as the water has been evaporated, the vegetables must be sealed immediately. The development of the container industry for dehydrated vegetables is almost as important as the dehydration itself. The container must be moisture, air, vapor and grease-proof. It must be odorless, tasteless and non-toxic. Besides this, it must be strong and durable, immune to insects and corrosion. Most of the dehydrated vegetables are at present packed in five-gallon tin containers. Two of these containers are packed in a wood or fiber outer shipping case which is reinforced by metal strapping for shipment overseas.

(more)

Dehydrated carrots, onions, turnips, white and sweet potatoes, cabbage and beets taste about the same as fresh stored vegetables when they have been reconstituted with water. Others take on an entirely new flavor when dried.

As for food value, freshly dehydrated vegetables contain about the same amount of protein, starch and sugar as fresh or canned vegetables. Some of the vitamin value is lost but this factor is being overcome as the dehydration process is improved. The faster the water-evaporation, the less vitamin loss there is.

Dehydration as a method of food processing is old. The Egyptians dried foods thousands of years ago. The American Indians were drying corn, meat and fish long before the white men came to this country. Their pemmican was made from strips of buffalo meat which was beaten until crumpled. The Indians added melted tallow to these meat crumbs and the mixture was stored in leather bags where it would keep for long periods. Our New England forefathers took a tip from the Indians and dried corn, fruit and codfish. In fact, drying codfish for export was the first commercial food industry of North America. Dried vegetables were used during the war between the states. At that time, "dried vegetables"...as they were called...meant added nourishment and lighter packs for the soldiers. And when the Klondike gold rush was on, part of the grub supply for miners was dried potatoes. Then during the last World War, 9 million pounds of dehydrated foods...mainly potatoes and soup mixtures went overseas to our forces.

* * *

SOUP IN DRY FORM

Dry mix and dehydrated soups have appeared regularly on the plentiful food lists for civilians this year. Since these dry soup mixes have come into volume production only since the beginning of the war, they are still unknown to many consumers.

The homemaker who lacks time to prepare soups at home will find the dry-mix and dehydrated soups a convenience food. These soups are packed in paper bags or boxes and the small package is usually sufficient for four to six servings. For preparation, water or milk is added, and after a few minutes of simmering, the soup is ready for the family. However, the homemaker should follow directions on the box since each manufacturer has tested his own product for best results.

At present there is a great difference in the quality of the different brands of dry-mix and dehydrated soups. Some consumers may have tried brands that were not palatable and as a result have not made additional purchases. Since these soups under present packaging stay at peak quality only about six months, freshness is one of prime consideration when purchase is made. Consumers should select the freshest looking packages and get acquainted with the fast-moving brands. These dried soups grow stale in grocery stores and in homes; so they should not be purchased too long ahead of using time. And all the contents of a package should be used immediately when the package is opened. Some concerns code their packages on date of manufacture and systematically supply distributors with fresh stocks. By removing from shelves the over-age stocks, they assure the customer a product of high quality.

(more)

The nutritional value of these soups is largely that of the chief ingredients...cereals, legumes or vegetables.

About 75 percent of the dry-mix soups manufactured at present have a cereal base and are the chicken noodle or beef noodle variety. In the remaining 25 percent produced, legumes or vegetables are the major ingredients. A few of the legume dry-mix soups have a soybean base. Pulverized peas and beans are the major ingredients. For food value, these dry-mix soups made with legumes are the most significant. The vegetable dry-mix soups are made from a variety of dehydrated vegetables, a few with soybean base. Dehydrated carrots and white potatoes are the principal vegetables used.

Dehydrated soups for civilian use are made from vegetables and other products which are combined into a liquid soup and then dehydrated. This variety, which represents less than 2 percent of the total dry soups manufactured, is used chiefly as baby food.

* * *

WARTIME FOOD REPORT

Now that the combined food board has released its pioneer report on the food supplies of the United Kingdom, Canada and the United States, comparisons can be made between current and pre-war eating habits in the three countries.

Checking on the milk supply, the report shows that in 1943, Americans were using about 16 percent more milk and milk products (excluding butter) than before the war. Canada, too, has been using more milk than before the war, but the Canadians do not eat much cheese. English consumers are eating more than twice the amount of cheese that Americans eat and more than three times as much as Canadians. But they are still getting 25 percent less milk and milk products than we are.

Americans have fared well at the meat course, having received on the average of 141 pounds of meat per person last year. Before the war the average per capita consumption was 134.9 pounds. The average Canadian got about 134 pounds of meat in 1943 and the average Britisher got only about 107 pounds.

Amazing is the fact that before the war, Americans were eating 5 times as much poultry as the British, and now we're actually consuming 12 times as much. England's fish consumption is still double that of Canada and the United States. In terms of both poultry and fish, the average Britisher got only 18 pounds while the average American got about 28 pounds.

England's supply of eggs is only about one-half that of the United States. There, the consumer received about 29 shell eggs last year. Dried eggs, obtained through Lend-Lease, are helping to fill in the gap.

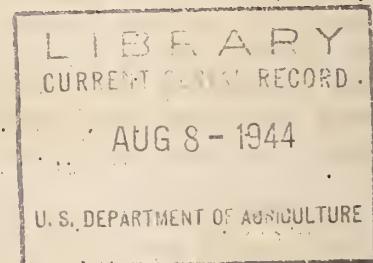
As far as lard and shortening and other fat-bearing foods are concerned, English supplies are seriously deficient...15 percent less than America's. The English have always eaten more butter...than Americans, although not so much as Canadians who are the biggest butter eaters in the world.

(more)

In the U. S. our fresh fruit production is limited only by weather and crop yields. During the war, our consumption of tomatoes and citrus fruits increased by 16 percent. Total citrus fruit and tomato supplies averages 103 pounds per capita; and other fruits totaled about 104 pounds per capita. Each Canadian got about 62 pounds of tomatoes and citrus fruits, and about 72 pounds of other fruits last year. In Great Britain, expectant mothers and infants have had an adequate supply of fruit juices, but to the ordinary consumer a glass of fruit juice is a rare treat which only comes once or twice a year. English housewives are finding potatoes a poor substitute for citrus fruits, even though potatoes contain Vitamin C.

With all her imports cut off, Canada has been forced to rely on her own short growing season for her vegetable requirements. Her supplies of green and leafy vegetables averaged 33 pounds per capita. The British have a program similar to our Victory Gardens, which they call the "Dig for Victory" campaign, that has been so successful than England now has vegetable supplies large enough to insure every one 133 pounds of green vegetables. This is 42 percent larger than that of the United States.

In contrast to the food supplies in these 3 countries here are the amounts of food allowed the average consumer in Germany each year: 28 pounds of meat, 23 pounds of fat, 26 pounds of sugar and 26 quarts of skimmed milk. Food rations in most of the occupied countries are even lower.



942

RIIC

1.3

LIBRARY
CURRENT SERIAL RECORD

AUG 5 - 1944

U. S. DEPARTMENT OF AGRICULTURE

Radio Roundup

on food...

A Service --

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Illinois

July 29, 1944 - No. 111

MILK SUPPLIES FOR AUGUST

American consumers will be able to buy about the same amount of milk, chocolate milk, buttermilk and cottage cheese during August as they purchased in July. They will be getting less cream, though, because of the short supply of butterfat.

War Food Order 79, issued by the War Food Administration, permits dealers to sell 100 percent as much fluid milk in August as they sold in June 1943. Their quota for milk by-products is 90 percent of June 1943 sales, and the quota for cream is 75 percent of the same base period. The reduction in the amount of cream which may be sold (the quota being 90 percent for July) is necessary to help with butter supplies. Butter production during the first five months of this year has run more than 80 million pounds less than during the same period in 1943. As a result the ration value on butter has been increased from 12 to 16 points, and butter supplies will be tighter this fall and winter.

You may recall that the milk conservation program was developed last fall. At that time it became apparent that the growing increase in domestic fluid milk consumption would reduce the amount of milk going for the manufacture of cheese, butter, evaporated milk and milk powder needed to meet essential military and civilian requirements. To avoid rationing, fluid milk sales were stabilized at the June 1943 level...a record month for civilian milk purchases. Any milk produced above the quotas then went into manufactured dairy products.

There are 35 market agents administering the milk conservation program in metropolitan areas throughout the United States. During the season of increased milk production they could increase the national quotas wherever the supply and

(more)

WAR FOOD ADMINISTRATION
Office of Distribution

limited manufacturing facilities warranted any increase to save milk. This authority will expire at the end of July because milk production has now started its normal seasonal decline...10 percent less is expected in August than in July.

* * *

RECIPE - MENU CONTEST POLLS FOOD INTEREST

In the February 5 issue of RADIO ROUND-UP we told of a Victory Recipe - Menu contest being sponsored by the American Federation of Labor with the cooperation of the Nutrition Programs Branch of the War Food Administration. The contest ended May 31 and winners of the \$700 in war bonds and stamps were recently named.

The most heartening result of the contest was the increasing nation-wide interest shown in good nutrition. Thousands of entries were received, with 31 states in the Union represented. The contest was unique in that the participants not only were required to submit a recipe for the main dish at dinner, but also menus for all meals for one day. To win a prize, the author not only had to have an outstanding recipe but the menus must include the Basic Seven Food groups which scientists tell us should be eaten daily for good health. The contest was cited in the Congressional Record as a notable contribution to the war effort on the home front.

There were five kinds of recipe - menu combinations on which a participant could write. 1. A no-ration point recipe (some food items in the menus for the other two meals could require ration points.) 2. A low-point main dish recipe (some food items in the menus for the other two meals could require ration points.) 3. A quick-cooking recipe which could be prepared in less than half an hour. 4. A recipe for a foreign dish, such as goulash or chop suey, which would be easily acceptable to the American public. 5. A recipe for a new food, such as soybeans, tastefully prepared.

The five winners of the first prizes, a \$50 war bond each, were Sarah M. Wartcki, Cincinnati, Ohio, (no ration point recipe). Dorothy Goudek, Milwaukee, Wisconsin, (low-ration point recipe). Mrs. Clarence Voges, Medford Hillsides, Massachusetts, (a quick cooking recipe). Mrs. Margaret M. Morris, Garret Park, Maryland, (a foreign dish) and Mrs. Martin Stockey, Virginia, Minnesota, (a new food).

Second and third place winners in each type of "recipe-menu" were awarded \$25 war bonds. In addition, \$5 in war stamps were awarded to forty contestants, eight in each recipe group. Eighteen entries received honorable mention which brought each author one dollar's worth of war stamps.

The recipes and menus were examined by a panel of judges, each a nationally known authority on food. Miss Melva B. Bakke, National Director of American Red Cross Nutrition Service; Miss Edith M. Barber, columnist and author of a cookbook; Miss Nell Clausen, president of the American Dietetic Association; Miss Ida Jean Kain, lecturer and author of a syndicated column; Dr. Louise Stanley.

(more)

Chief of the Bureau of Home Economics, U. S. Department of Agriculture from 1923-43; Mrs. Herman H. Lowe, president of the American Federation of Women's Auxiliaries of Labor; and Dr. Mark Graubard in charge of Labor Education in Nutrition, War Food Administration.

In response to popular interest, the American Federation of Labor will soon issue in booklet form, for free distribution, all the winning recipes.

* * *

"RELISSHING" THOSE MEALS

Pickle and relish preparations are literally taking over the kitchen of many an American home these days. This year with a large amount of the commercial stock of pickles going to the Armed Forces, more women will want to put up pickles and relishes at home.

There are many kinds of pickles. We usually think of pickles as cucumbers of various sizes. Actually, the term pickles refers to any vegetables or fruits that have been preserved in vinegar, salt, mustard or other spices. Easiest to make at home are fruit pickles...peaches, crabapples, pears, etc. These fruits are left whole and simmered in a sweet-sour syrup. Then there are quick-processed pickles made from vegetables which are salted down overnight and combined the following day with boiling-hot vinegar and spice. Dills, old-fashioned cucumber slices, and piccalilli are also favorites made at home. Last, are the relishes, such as tomato catsup, chili sauce, and chutneys made of vegetables or fruits, chopped and seasoned, or cooked down to a spicy sauce.

Pickles and relishes are not important for their food value, but they do provide variety in flavor and texture of food. Because of their spicy contrast to more bland foods they are considered important enough to send to the Armed Forces...even in food supplies going to the front lines.

If broadcasters wish to recommend dependable pickle and relish recipes to their listeners, there is a new Government bulletin off the press. It's called, "Pickle and Relish Recipes", and was prepared by home economists in the U. S. Department of Agriculture. A free copy may be requested from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

* * *

FOR THAT SOUR NOTE

As pickles, catsup and certain processed foods require vinegar both as a preservative and for flavor, the consumer may be interested in a few of the sidelights on the manufacture and supply of vinegar.

The two principal types of vinegar used in America are cider and white distilled vinegar. Cider vinegar made from apples has been less plentiful this year because of the small apple crop in 1943. Distilled vinegar, made from

alcohol, molasses or grain, has been limited since the war because of the need to conserve these ingredients for military uses.

At the same time, demand for both types of vinegar has been higher than normal during the last two years due to increased quantities required for home canning and for the manufacture of commercially processed foods. This demand tended to deplete the normally large stocks of vinegar and inventories in late 1943 were reported to be the lowest in 25 years.

To assure adequate supplies of vinegar for industrial use and home canning in 1944 the War Food Administration months ago took steps to increase the production of distilled vinegar which would supplement the shorter supplies of cider vinegar.

Upon recommendation of the War Food Administration, the War Production Board amended the molasses conservation order. The change permitted molasses-using vinegar manufacturers to get 130 percent instead of 110 percent of their base period allotment of molasses for vinegar production.

Secondly, the WPB, on recommendation of the War Food Administration, granted alcohol-using vinegar plants 130 percent instead of 110 percent of their base period use of alcohol for vinegar production. The WPB also agreed to grant special allotments of alcohol to regular cider vinegar producers to enable them to produce distilled vinegar if their plant facilities permitted.

With these three actions, vinegar production was maintained at a much higher level than would have been possible otherwise. Consequently, adequate supplies of this preservative for cucumber pickles, tomato catsup, salad dressing, pickled meat and fish and home cooking are assured for American housewives and industrial users this year.

Homemakers purchasing vinegar for home canning should observe carefully the acetic acid content listed on the vinegar bottle label. Under the Federal Food, Drug and Cosmetic Act, all vinegar must have strength of at least 40-grains... or 4 percent acetic acid. This requirement is the housewife's protection against a watered vinegar. Good cider vinegar usually averages 50 grains...5 percent acetic acid...in strength. These differences in potency becomes important when canning as recipes may need to be interpreted accordingly. The label must also state whether the vinegar is distilled, cider or mixed. Distilled or cider vinegar may be used interchangeably unless the homemaker prefers the apple flavor of cider vinegar.

* * *

WHAT RUSSIA EATS

How our Allies live, and what their food habits are, become subjects of increasing interest to Americans as the war continues.

Your listeners may be interested in knowing what Russians eat, day after day

(more)

...and how they struggled to keep going when a rich share of their agricultural lands fell to the Germans.

Dr. Mark Graubard, a bio-chemist with the War Food Administration, has studied the food habits of peoples over the globe, including Russia. He points that the Russians have depended mainly upon black bread, potatoes, and cabbage for their subsistence these war years.

Potatoes are the mainstay for many meals. They are usually boiled in their jackets and eaten with "borstch" a Russian soup. Borstch may be made with a beef stock base if the Russian housewife can get meat. But meat is very scarce; so more often this soup is made of onions, cabbage, parsley, beets or tomatoes.

Russians like a wide variety of fruits and vegetables. And unless the skin or rind is inedible, these fruits and vegetables are seldom pared. Raw vegetables are favorites, and children frequently munch on carrots and cucumbers. Onions and young sugar beets are also preferred raw.

When the Russians have the time and opportunity, they raise truck gardens. But since they don't have the equipment for canning that Americans have...and since there is little commercially canned food available...the Russians store their garden produce in cellars. Certain fruits, like apples, and pears are also stored in these cellars. As a result, country folk eat better than the city dwellers because they can raise much of their own food.

With beef scarce, Russians eat large quantities of fish, usually sardines and salted herring. A favorite meat dish is made from pig's or calves' feet...cooked and jellied. Sometimes hard cooked eggs are sliced into the meat stock before it jells. Poultry and eggs are not generally found on the markets now.

Butter is almost unknown to most Russians as a spread on bread. Any fat the homemaker can get is used in cooking. Bread is spread with jam, often made from plums. Of course, sugar for jam making is very scarce in Russia now.

Russian bread is ordinarily made from rye, but it doesn't look like our rye bread. It's very dark, heavy and sour. The whole grain is used to make the bread which accounts for the color. Russians don't refine their cereal foods as Americans do.

Milk is given to children, but rarely drunk by adults. Cottage cheese mixed with raw vegetables and soured cream is a favorite dish, and sour milk is often eaten with a dish of potatoes.

An interesting dessert that is served in Russia is made by cooking carrots with sugar and spices. Desserts of any kind are a holiday "special" in Russia.

* * *

FOOD GOALS AND ALLOCATIONS

Through a system of food production goals and food allocations, the War Food

Administration is working to see that needs of civilians, the armed forces and our allies are fairly met.

Production goals are established by the WFA on various crops and commodities in line with the needs of the various claimants. The goals must come before allocations are made because it takes time to grow crops. At best the goals can only provide a rough idea of what is needed in production. But without them the farmers and cattlemen would operate in the dark.

Allocations deal more with the distribution of the commodities produced within these goals. In making allocations of food to this group or that, the War Food Administration plans in terms of a year's supply and makes tentative allocations for such a period. But with weather and crop yields and changing war requirements entering into the production picture, the WFA does not make allocations definite for such an extended period as a year. So allocations made to all groups are reviewed every three months. By this method, the WFA bases its allocations closer to actual supplies available. Also, it can make any necessary adjustments...up or down the scale of production...as a means of providing the food producer and processor with some knowledge of the job ahead.

* * *

SAVE THAT BAG - AND YOU WON'T BE LEFT HOLDING IT!

The War Food Administration reports that there is an urgent need for conservation of kraft wrapping paper and paper bags. The present and prospective shortage of these materials threatens to become a bottleneck in the distribution of foodstuffs to civilians unless both retailers and consumers cooperate in their conservation. A decline both in the home production of wood pulp and imports has resulted in this short supply. War needs, of course, come first--because packing and packaging of supplies to men on the fighting fronts are fully as important as producing the supplies themselves. Clothing, equipment, and food are useless if the packages carrying them fail to protect them in transit. Housewives can help on the home front by bringing their own shopping baskets or bags to market, or re-using their own paper bags. They can accept merchandise already wrapped or boxed, such as bread, cereals, soap products, coffee, and carton eggs, "as is." They can also accept several items that can be safely packed together in one bag, instead of asking for several bags. And, finally, at home--they can save waste paper!

* * *

ITEMS IN LIBERAL SUPPLY DURING AUGUST

Twelve foods are expected to be in plentiful supply throughout the greater part of the country during the coming month. Heading the WFA's plentiful list are fresh tomatoes, dry onions, and fresh peaches. These three items are all in liberal supply on Midwestern Chicago food counters at the present time. Homemakers are urged to preserve enough peaches and tomatoes to supply their winter needs, since supplies of commercially canned peaches and tomatoes are reserved in large part for military use. Cereals and cereal products are again on the list...and they include soya flour, grits, and flakes. wheat flour and bread oatmeal, macaroni, spaghetti, and noodles. Peanut butter and citrus marmalade are spreads for bread in good supply, and there will also be liberal quantities of green and wax beans and frozen vegetables, including frozen baked beans. Another item on the plentiful list are dry-mix and dehydrated soups, which are very convenient for the homemaker who lacks the time to prepare soups at home.

* * *



AUG 8-1944

DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.

August 5, 1944 - No. 112

WHERE THE ICE CREAM GOES

Perhaps your listeners are having a bit more difficulty getting ice cream than they did before the first of August. That is because less ice cream is being made now than was made in May, June and July. During the past three months, milk production was high and the amount of ice cream was increased over previous months even over the amount made during the summer of last year.

Now milk production is declining seasonally, and war demands for exportable dairy products...such as butter, cheese, milk powder and evaporated milk...continue to climb. As a result, the War Food Administration restored the restrictions on the use of milk in ice cream which were relaxed during the three months of flush milk production. These limitations, contained in War Food Order No. 8, set the utilization of milk solids in frozen dairy foods at 65 percent of the milk solids used in those foods during the corresponding month of the base period (December 1941-November 1942).

The order limiting the use of milk in ice cream is one of the conservation measures necessary to see that enough milk is diverted to creameries, cheese factories, powder plants and condensaries. Milk is needed in these plants for the production of more important dairy products for war uses and to meet essential civilian needs, too. In the summer the need for diversion is not so great. Enough milk is produced so that sales restrictions on fluid milk is not so great. Enough milk is produced so that sales restrictions on fluid milk can be relaxed, and manufacturing plants still get practically all they can handle. When the cows give less milk, the output of dairy products would decline more than seasonally if some check weren't placed on fluid milk uses. In addition, war needs for manufactured dairy

(more)

**WAR FOOD ADMINISTRATION
Office of Distribution**

products are constantly growing. When soldiers are in training at home they can be given fluid milk to drink, but overseas they must get their milk in some other form...a form which will withstand long storage, difficult shipping conditions and other actual combat conditions.

* * *

SHARING WARTIME WHEAT

Americans may take pride in the fact that during this war, wheat has not been rationed nor will it be as far as the War Food Administration is able to determine.

The 1944-45 supplies of wheat in the United States will probably exceed one and a half billion bushels. That should meet all essential requirements for the fiscal year beginning July 1 and also provide a substantial carry-over in 1946. Contrast this condition with the one that existed in World War I when we were observing wheatless Wednesdays six months after our country entered the war.

The War Food Administration is looking ahead and allocating supplies in this year of plenty to cover all claimants in case the wheat crop should be short next year. The 1944 wheat supply will be allocated among U. S. civilians, military and war services, our Allies and territories, other friendly nations, and for relief in liberated areas. As all estimates of 1944 production and imports must be based on such uncertainties as weather and shipping conditions, the divisions are tentative, however, the WFA has made definite allocations for the first quater...July, August, and September.

Of this year's expected supply, 931 million bushels...83 percent of the supply .. are earmarked for civilian food, feed, seed and industrial uses. The amount of wheat to be used for civilian food for the next 12 months will be 492 million bushels. That's enough to provide each person with 227 pounds of wheat.... one pound more per person than in 1943 and six pounds more than in 1939.

Since feed grains, particularly corn, have been in tight supply, the use of wheat as a feed grain will depend on the outcome of the other grain crops. However, the WFA has allocated 100 million bushels of wheat for feed purposes during July, August and September, but only 140 million bushels more for the remaining three quarters of this fiscal year. It is expected that a more normal relationship between livestock numbers and feed grain will have been established by that length of time. In peacetime about 125 million bushels of wheat are consumed annually for feed... principally on-farms where wheat is grown.

The allocation of wheat for industrial uses during the coming year totals about 118 million bushels, to be used principally for industrial alcohol.

About 11 percent of the supply--118 million bushels--has been allocated to U. S. military uses, and to the Allies, territories and other friendly nations. About 65 million bushels have been allocated for relief to liberated areas.

(more)

All in all, the wheat situation for 1944-45 is a pleasant one to contemplate. On July 1, 1918, the wheat carry-over was 40 million bushels. The carry-over on July 1, 1944 was about 350 million bushels. Civilians and the armed forces have had enough wheat, and flour during this war. And in export these two commodities have waited for ships, ships have not had to wait for them.

* * *

CRANBERRIES GO WITH TURKEY

When U. S. service men and women sit down to Thanksgiving and Christmas dinners this year, they will have cranberries along with their turkey. Folks at home will be having less cranberries than last year because a slightly larger share is going to the armed forces. Also, this year's cranberry crop of 53 million pounds is about 16 million pounds short of the 1943 production.

Because the prospective crop is small, it is necessary for the War Food Administration to allocate the available stocks equitably among the military, civilian and export claimants. U. S. military and war services are expected to receive about 17 and 2/3 million pounds...or 33 percent...which amounts to slightly over 4 million pounds more than they received last year. U. S. civilians have been allocated 32 and 3/4 million pounds, nearly 62 percent of the crop...or about 24 million pounds less than last year. About 5 percent...2 and 1/2 million pounds...will go to our territories, Allies, and other exports, the same amount they received last year.

The current allocation includes fresh, canned and dehydrated cranberries. Out of the year's production of 53 million pounds, about 15 million pounds will be dehydrated. This entire pack of dehydrated cranberries will go to the armed forces, as the Army and Navy are the only claimants requesting them in this form. Of the 7 and 1/4 million pounds to be canned, civilians will receive 6 and 1/4 million pounds, the armed forces about 588 thousand pounds and our Allies and territories about 451 thousand pounds. Of the 30 and 3/4 million pounds available in fresh form, 2 million pounds will go to the armed forces, 26 and 1/2 million pounds to civilians and slightly more than 2 million pounds for export purposes.

* * *

TOMATO TIME ALL YEAR ROUND

Because tomatoes add vitamin value, flavor, and color to meals, they are year round food favorites.

There are numerous ways of using tomatoes, too. They may be sliced red and ripe, fresh from the vine..."put up" plain or as juice, catsup, or chili sauce... or cooked green for pies and pickles.

As for food value, one good-sized, vine-ripened tomato will provide about half of the day's quota of Vitamin C, as well as a generous amount of Vitamin A.

(more)

It's time to urge your listeners to can as many tomatoes as possible now to supplement the 1944-45 commercial pack. The supply of canned tomatoes that consumers will find in grocery stores this winter and next spring will be considerably less than last year due to higher requirements for military and export purposes.

By home canning tomatoes now, consumers will make sure of Vitamin C for meals later. Home economists in the U. S. Department of Agriculture recommend the boiling water bath method. Any big, clean vessel will do for the boiling bath. It should have a good lid and be deep enough so that the water can rill and bubble over the jar tops. The homemaker who is canning extra tomatoes as they come fresh from the Victory Garden, may find a kettle holding two to three jars big enough.

Since civilians rely on tomatoes to a great extent for their Vitamin C requirements, the home economists in the Department of Agriculture have prepared a booklet, "Tomatoes On Your Table", with recipes for fixing tomatoes in numerous ways. Suggestions are given for tomatoes as the main dish with meat, poultry or fish, in salads, soups and sauces, also as marmalades and relishes. Copies of this bulletin are free. Have your listeners request their copy of "Tomatoes On Your Table", from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

* * *

THE MAN WITH THE CHICKENS

The poultry industry is young, commercially speaking, but it has done a greater wartime job than it was called upon to do. G. W. Kitchen, Deputy Director of the War Food Administration, speaking at a recent convention of poultry associations in Chicago, reviewed the development in the industry and praised poultry producers for the enthusiasm with which they handled a wartime assignment.

For three successive years, egg and poultry production has been of record-breaking proportion. A comparison with wartime production and the pre-war years of 1935-1939 proves this. Production in the pre-war years averaged about 3 and 1/3 billion dozen eggs, almost 600 (59?) million farm-raised chickens and 70 million broilers. In 1943, we had 5 billion dozen eggs...or nearly 50 (49) percent more than in the pre-war years. Production of chickens was up 42 percent and broiler production had increased 261 percent.

There were enough eggs in 1943 to meet direct war needs and to provide civilians with about 344 eggs per capita. This meant more eggs than we ever had before and record supply of chickens and broilers for meat... although not enough poultry to meet the greater buying power of civilians.

When the time came to consider 1944 production, several factors had to be taken into account. Feed supplies in prospect would not support another big increase in poultry production. Also, the experience of 1943

(more)

There are some 12 to 15 thousand brands of these products on the market. Besides bug killers to aid fruit and vegetable growers, there are moth repellent, and killers, flea eradicators and germicides. Most of these sprays and dusts are entirely reliable, and if the user follows the directions, they will do what the manufacturers say they will. When a product shows up that won't, judgments can be secured against the manufacturer under the Insecticide Act.

* * *

NEBRASKA RACERS

Not to be outdone by the flag-pole sitters and cross-country walking races of yesteryear, Victory Gardeners at Pawnee, Nebraska have instituted a new contest, 1944 style. The contest, believe it or not, is a Tomato Derby. At present, the leader in the back stretch is Mr. John Steever, whose Red Cloud tomato plant is now bearing 70 tomatoes on its prolific vines. Second in the race is Mrs. John McNair, whose prize plant is now bearing 61 tomatoes. At any rate, the Tomato Derby is on and the winner will not only be crowned but canned.

* * *

PRESERVATION? INCLUDE YOURSELF

Here are a dozen safety measures that home canners should observe during each canning season. The canner should be able to answer all of the questions with a "yes".

1. Do you avoid oven canning, because of hazards of jars exploding?
2. Do you inspect jars to be sure there are no cracks, bubbles, or other defects? These are danger spots where the jars may give way later and break.
3. Do you try out jar tops, making sure you know how to adjust the kind you have correctly? Some types require looser adjustment than others and steam will build up in them so they break, if too tight during canning.
4. If you are using the 3-piece type of jar top, do you take care to leave enough "give" to allow air in the jar to escape during canning? With this type, the metal screw band must be screwed down over glass lid and top-seal rubber so loosely that the threads are just meshed in enough to hold top in place during canning.
5. Do you avoid burns on your hands by picking up hot jars with a thick cloth or good strong tongs?
6. Do you turn saucepan handles so they don't come out over stove edge?
7. Do you watch a boiling water bath canner, so it doesn't boil over and maybe put out a gas flame?
8. Do you make sure a steam pressure gage is clear and clean, so that steam can escape from pet cock freely?
9. Do you make sure you have enough water in a steam pressure canner, so it won't boil dry?
10. Do you slide any canner away from heat rather than lift a hot, heavy container?
11. Before opening a steam pressure canner, do you let pressure drop to zero, wait a minute or two, then open the pet cock slowly?
12. When lifting a steam pressure canner lid, do you tilt the far side up to protect you from escaping steam?

* * *

indicated that marketing, storage, manpower and other necessary facilities had been taxed to the near limit in handling egg production in the flush season. So for 1944, the War Food Administration established goals calling for 102 percent of the eggs produced in 1943; 96 percent of the farm-raised chickens and 84 percent of the broilers.

Still the eggs continued to come to market, and production in the first six months of 1944 almost equaled the average annual production for the pre-war years of 1935-39.

When cold storage space ordinarily used for eggs filled to overflowing, many operators of fruit storages who never had handled eggs provided room for more than 2,000 carloads. Egg driers kept their plants operating to capacity with limited and untrained crews. Egg breakers continued to operate beyond their usual processing season. Egg assemblers handled quantities of eggs they had never dreamed possible. And American consumers helped by increasing purchases and storing additional dozens at home.

As a protection to producers in meeting the production goal, the War Food Administration had earlier announced a Price-Support Program. To carry out this program, the WFA spent about 55 million dollars. This expenditure was necessary to provide a market big enough and broad enough to absorb the tremendous egg supply. With national cooperation, the egg situation was kept under control until the peak egg production season passed.

Mr. Kitchen concluded his remarks by indicating that requirements for eggs and poultry for the next twelve months would be the same as the past twelve. He warned producers not to count too heavily upon extensive use of eggs in supplying food requirements for people in liberated countries.

* * *

BE SURE IT KILLS 'EM

Tons of additional vegetables and fruits are saved each year because of the insecticides and fungicides the Victory Gardener and farmer apply to their garden plants.

When the bug blitz hits his tomatoes and beans, the Victory Gardener wants a guaranteed insecticide. So behind the representations on the spray and dust labels there must be someone to check and see if they do what they're supposed to do. Loss of the purchase price for dubious or false products is small compared to the loss of time and effort and threat to health in applying them to garden plants or trees. The man behind these insecticide labels is Uncle Sam.

The Insecticide Division in the Office of Distribution, War Food Administration is responsible for checking all the insecticides, fungicides, and disinfectants that move in interstate commerce. This doesn't mean that every package is opened or every disinfectant bottle is analyzed that crosses a state line. It does mean though that this small division makes a most thorough attempt to bring to light every case where a product has been misrepresented or adulterated.

(more)

RIIC

- 8 -

LIBRARY
CURRENT SERIAL RECORD
NOV 7 1944



Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.

August 12, 1944 - No. 113

FOOD STOCKS ON THE GROCERY SHELF

One of the responsibilities of the Office of Distribution, War Food Administration, is to know the food stocks in wholesale warehouses and grocery stores across the country to assure an adequate flow of food to all American consumers. When a certain food is short in one area and supplies of the commodity are generally adequate throughout the country, an attempt is made by the Office of Distribution with the cooperation of the food industry to move in additional supplies to the stock-depleted area.

In order to determine whether foods are being distributed in an equitable manner, a monthly food supply report is compiled by Office of Distribution field representatives and members of the food trade. This report permits a comparison of supply conditions across the country. It also reveals shortages which require attention.

The July report covered 73 foods...including all the basic foods. Here are a few of the supply facts revealed by last month's report.

All areas stated that supplies of the 1943 fruit pack were practically exhausted. Canned berries, cherries, fruit cocktail, peaches, pears and pineapple were scarce everywhere. Most sections of the country reported limited supplies of grape juice and pineapple juice, but few stores noted any shortage of grapefruit juice.

Canned vegetables and juices from the 1943 pack were being depleted... although not so fast as fruits. Canned green and wax beans were in adequate to surplus supply in most of the country, with stocks cut down substantially during the past months. Canned beets, dry beans and spinach were among the

WAR FOOD ADMINISTRATION
Office of Distribution

canned vegetables in better supply. Canned peas were short in the Midwest, Northeast and South...and canned corn was limited in the South. It is expected that the new pack of vegetables will replenish stocks in these areas.

Tomato juice and catsup were also short across the country, but ration points were maintained at a high level to stretch supplies.

The July report showed a scarcity of choice cuts of all meats...including pork. The less choice cuts of meat generally were in adequate supply. In certain areas of the country, more veal was on the market, but there were acute shortages of lamb. Ham and pork loins were slightly more difficult to obtain in July, and it is expected that this scarcity will continue through August. Probably there will be more beef during the coming months because of anticipated heavier slaughter of cattle. The supply of sausage, variety meats and canned meats continued satisfactory.

All types of canned fish were scarce or out of stock everywhere...particularly salmon and mackerel. However, a few sections were beginning to receive shipments from the 1944 pack.

The foods in adequate national supply as revealed by the July report were eggs, butter, fluid milk, margarine, shortening, salad oils, lard and poultry.

Foods in plentiful supply during July included peanut butter, citrus marmalade, dry mix and dehydrated soups, soya products, wheat flour and bread, oatmeal, macaroni, spaghetti, noodles and locally produced fruits and vegetables.

* * *

CASTING A FUTURE FOR DEHYDRATED FOODS

With most of the dehydrated foods now manufactured going to our Armed Forces and Allies, there has been some thought that the dehydration industry was chiefly a wartime food preservation service. Because of the great expansion in drying plants, processors and distributors now wish to know what dehydrated products can be adapted for civilian use as a basis for determining the disposition or future use of their plant equipment. A survey recently made by the Bureau of Agricultural Economics, U. S. Department of Agriculture indicates some dehydrated foods will have a better peacetime market than was anticipated by most people in the industry.

This study of consumers' preferences was conducted among 450 Chicago homemakers and their families. Samples of dehydrated foods with directions for use were given to a cross section of Chicago homemakers by Department of Agriculture interviewers. Foods used in the survey were diced and riced white potatoes, sweet potatoes, cranberries, carrots, beets, milk and eggs. Then the interviewers called back in two weeks to find out if these women would be interested in buying dehydrated foods in the future, the USDA

(more)

people also asked which dehydrated foods were preferred, how dehydrated foods compared in taste with fresh and canned foods, and what advantages or disadvantages the dried foods had. The homemakers were also asked to give their opinions about the nutritional value of dehydrated foods.

More than half of the housewives interviewed said they would buy dehydrated foods... even if only for occasional use. Cranberries, eggs, and sweet potatoes seemed most popular after initial use. Next in order of preference in the survey were beets, milk, carrots, diced potatoes and riced potatoes. In general, most of the women who would be willing to buy dehydrated foods would not do so if they cost more than fresh and some would buy them only if they cost less.

The two outstanding reasons given for wanting to buy dehydrated products were that these foods tasted good and were easy to prepare. The homemakers generally found little difference in the taste of dehydrated cranberries and sweet potatoes as compared with the fresh product.

Other advantages of dehydrated foods such as, they keep well, save space, are economical and have nutritive value, were named.

Less than 10 percent of the housewives stated that the preparation of the dehydrated food was difficult. Many of the women pointed out that the vegetables were easy to prepare because peeling and cleaning were unnecessary, and they could do other things while the foods soaked. Those who had difficulties said they found it hard to achieve the texture and appearance they desired.

While the attitude of the Chicago homemakers to these dehydrated products was unusually favorable, the food processing industry is cautioned against basing any extensive program on the results before further surveys are conducted. However, the investigation did prove that a large proportion of consumers interviewed do not appear to be prejudiced against dehydrated foods, as many people have thought.

* * *

PLANNING THE FAMILY MENUS

Every woman planning her own meals or the meals of her family wants to know what foods to select to be well fed, but often her biggest problem is that she doesn't just know just how to count calories or keep track of vitamins. Home economists of the Department of Agriculture have worked out two food plans which will help the homemaker take a shortcut to good nutrition. These plans show how much of different classes of foods to buy in a week to provide for all the necessary elements of a good diet. Both plans are contained in the booklet, "Family Food Plans", now available from the Department of Agriculture.

The two wartime marketing plans...a low cost one and a moderate cost one are easily adaptable to any family. Both plans take into account the

(more)

seasons of the year and probable supplies in different parts of the country and ration allowances. If she follows either of these plans, the average housewife will provide her family with a good diet at prices within her budget.

The moderate cost plan gives the family larger quantities of meat, eggs, fruits, and vegetables which allow for more variety and flavor in the meals. Although the low cost plan relies more heavily on the cheaper kinds of foods such as potatoes, dry beans, and grain products, the homemaker can get variety in low-cost meals by different combinations of foods and flavors.

If your listeners are interested in exact kinds of food and size of servings needed daily for each member of the family, suggest that they send for their copy of "Family Food Plans", to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Ask for Bulletin AWI-78, "Family Food Plans."

* * *

NO VACATION FOR BASKETS

It's up to the American consumer to see that salvage efforts now include the saving of bushel and half bushel baskets, and covers. The labor shortage and the log shortage have made it impossible for basket manufacturers to produce enough new containers for this year's fruit and vegetable crops. Without suitable containers, some of the peaches and apples now ready for harvest may not reach market. The homemaker can help by seeing that any basket she gets from the produce stand or grocer is returned in good condition.

The storekeeper knows how to get the baskets back to the farmer. He may arrange to give them to him directly, or through a used-container dealer. The intrinsic value of used bushel and half bushel baskets is very small, but the value measured in terms of urgent need cannot be overestimated.

It's important to know that only these persons, consumer, dealer, and farmer are needed to salvage a basket while possibly 40 people necessary to make a new box or basket. Also our limited supplies of wood and metal may be used for other war activities. For example, 1,000 salvaged apple boxes contain enough board feet of wood to crate an average airplane for overseas shipment. The same apple boxes use 500 pounds of metal which could be used for shells, tanks, and guns.

The Office of Distribution, War Food Administration, has prepared a leaflet with all the latest facts about salvaging baskets and other fruit and vegetable containers. You can get the leaflet by writing to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Ask for Bulletin AWI-33 "Salvage and Re-Use of Fruit and Vegetable Containers."

* * *

YOUR WINTER SUPPLY OF VITAMIN A

Green and yellow vegetables which are now coming in good supply from Victory Gardens and local truck gardens across the country are outstanding for their Vitamin A value. They do not contain the vitamin itself but have carotene which the body changes into Vitamin A and stores for later use.

The liver acts as a storehouse for Vitamin A and releases this vitamin as the body needs it. The amount of Vitamin A which can be stored depends upon several things, but everyone can be adding to Vitamin A reserves for this winter by eating plentifully of green and yellow vegetables now.

As a general rule, vitamins have overlapping functions which aid growth and good health. Sometimes they have a special job, too, and that is the case of Vitamin A. It keeps the lining and covering cells of the body in a healthy state. This special function means that Vitamin A helps prevent infections and colds. This vitamin can also help preserve normal vision, improve digestion and keep the skin in better condition.

Carrots are a year round source of Vitamin A. While this vitamin is one of the most stable of all the vitamins, overcooking does cause some loss of Vitamin A. Vitamin A doesn't dissolve in the cooking water, and when carrots are canned the Vitamin A remains in them. The carrots with the most Vitamin A value are the mature ones...served fresh from the garden and raw.

The green and yellow vegetables that are now available and are good sources of Vitamin A include snap beans, leaf lettuce, peas, peppers, yellow squash and carrots. Also be on the watch for locally abundant green and yellow vegetables, the foods which belong to Group One of the Basic Seven.

* * *

MEAT BARGAINS FOR HOMEMAKERS

Now that utility grades of beef and lamb are point free (as of Sunday, August 13) you may want to tell your listeners some of the reasons for these ration changes and give methods of preparing the less choice cuts.

The reduction of utility grades of beef and lamb to zero point value doesn't mean that there are large supplies of beef and lamb in all sections of the country. The over-all beef supply is little changed from July, and there has been a seasonal decline in pork production. In fact the amount of meat going into retail stores in July averaged 292 million pounds weekly, while during August the weekly average is about 276 million pounds. However, there has been a seasonal increase in beef of the utility grade, and consumers might not wish to give up ration points for this grade if the more choice cuts were at all available. The utility grades account for 35 percent of the current beef. Lamb cuts of utility grade were reduced to zero value in order that they would move with utility beef at zero. Only ten percent of the lamb and mutton cuts are of this lower grade, less than one percent of the total meat supply.

(more)

The choice, good and commercial grades of beef and lamb steaks and roasts remain at present point value levels because many areas of the country report a short supply. Other cuts of beef and lamb now at zero remain at zero.

Points for choice cuts of pork...the pork loins and ham were restored because of the seasonal decline in pork production. Also with military requirements higher now, the demand for pork loins and ham is out of relation to supply. With points restored there will be a better distribution of the choice pork cuts among civilian markets.

In giving meat cooking hints, you may want to point out that cuts of utility grade beef and lamb are as nourishing as the choicer cuts. Utility beef is red in color and the fatty tissues are not so much in evidence. This lack of fat means that the meat requires long, slow, moist cooking to become tender. So homemakers have a real meat bargain...in points, protein value and cash outlay...during the present August rationing period.

* * *

REPORTING RECORD CROPS

Tabulation machines were kept busy in the Department of Agriculture Thursday, August 10, adding up production records for American farmers. When the July crop report was released at 3:00 P.M., the world could know that crop production in the United States is now likely to exceed that of last year by two or three percent...and exceed production in any previous year except the banner agricultural year of 1942.

America's farmers have set up several records according to the July report. Indicated production of all wheat as of August 1 is well over a billion bushels (1,132,105,000)...the largest U.S. wheat crop ever. Expected harvest for eight of the major fruits is 21 percent over 1943. Citrus fruit production is as large or larger than the record 1943-44 production. The apple harvest is indicated at 125,643,000 bushels, or 41 percent greater than last year. The 1944 peach crop is estimated at almost 71 and a half million bushels, or three percent over the July 1st estimate and 69 percent larger than the short 1943 crop.

Truck crops for the fresh market remain at the July 1st estimate... which is about one-fifth greater than last year. Green peas, snap beans, sweet corn and tomatoes exceed 1943 crops by thirteen percent.

Another record was reported for egg production. Farm flocks laid over four and a half billion eggs in July...two percent over July last year, and 40 percent over the 1933-42 average. In fact, egg production was at peak levels in all parts of the country.

National prospects for corn, hay, potatoes, and some other crops declined during July due to drought or near-drought conditions in Central and Eastern sections of the United States. Farm pastures averaged 72 percent of normal, ten points below the same date last year. Milk production was about one percent less than during July last year.

* * *

VITAMINS FROM THE VINE

"Serve tomatoes daily while they are in season, and can all surplus" is a slogan which should be written across every kitchen calendar. They are an efficient source of Vitamin C, and those maturing in home gardens should be used to their fullest--not one should be wasted.

Even in peacetime the American diet never had a generous enough supply of Vitamin C. Since the commercial pack of tomatoes for civilian purchase has been cut drastically for this year, there may be a serious deficiency unless a large part of the family supply is canned at home.

To insure the greatest Vitamin C value, let tomatoes ripen on the vine. They will have more Vitamin C than if they are picked green and allowed to ripen on the window ledge, back porch or some other convenient nook. Tomatoes grown and marketed in the summer have considerably higher amounts of Vitamin C than those available in winter markets.

* * *

IOWA HOMEMAKING TEACHERS' CONFERENCE

Approximately 300 Iowa homemaking teachers will hold their annual conference on the Iowa State College campus at Ames, August 21 to 25.

Two guest speakers will be Howard Lane, associate professor of education at Northwestern University, and Miss Gladys Olson, home economics specialist for the National Safety Council, Chicago.

* * *

DRY, DRY AGAIN

If you dry your own corn, select fresh tender ears in the milk stage, and use them as soon as they are picked. Husk the ears and remove all defects. Steam them about 15 minutes or briskly boil them in water for 7 or 8 minutes until the milk is "set" in the kernels. Then cut the corn from the cob.

Before oven drying, warm the oven for 15 minutes. Prop the door of a gas oven open during this warming-up process, but keep the door of an electric oven closed. Spread the cut, cooked corn evenly in layers 1/2 inch deep on shallow pans or the oven trays. Several trays may be stacked in the oven by using wooden blocks at each corner to separate them.

Place a reliable thermometer on the top tray; keep the temperature at 150 degrees Fahrenheit. To let out moisture, open the oven door about 4 inches. If the temperature does not come down to 150 degrees Fahrenheit, open the door still wider.

Drying usually takes about 8 hours. Shift the trays and stir the corn every half hour so it dries evenly. Keep the temperature low and watch for scorching near the end of the drying period.

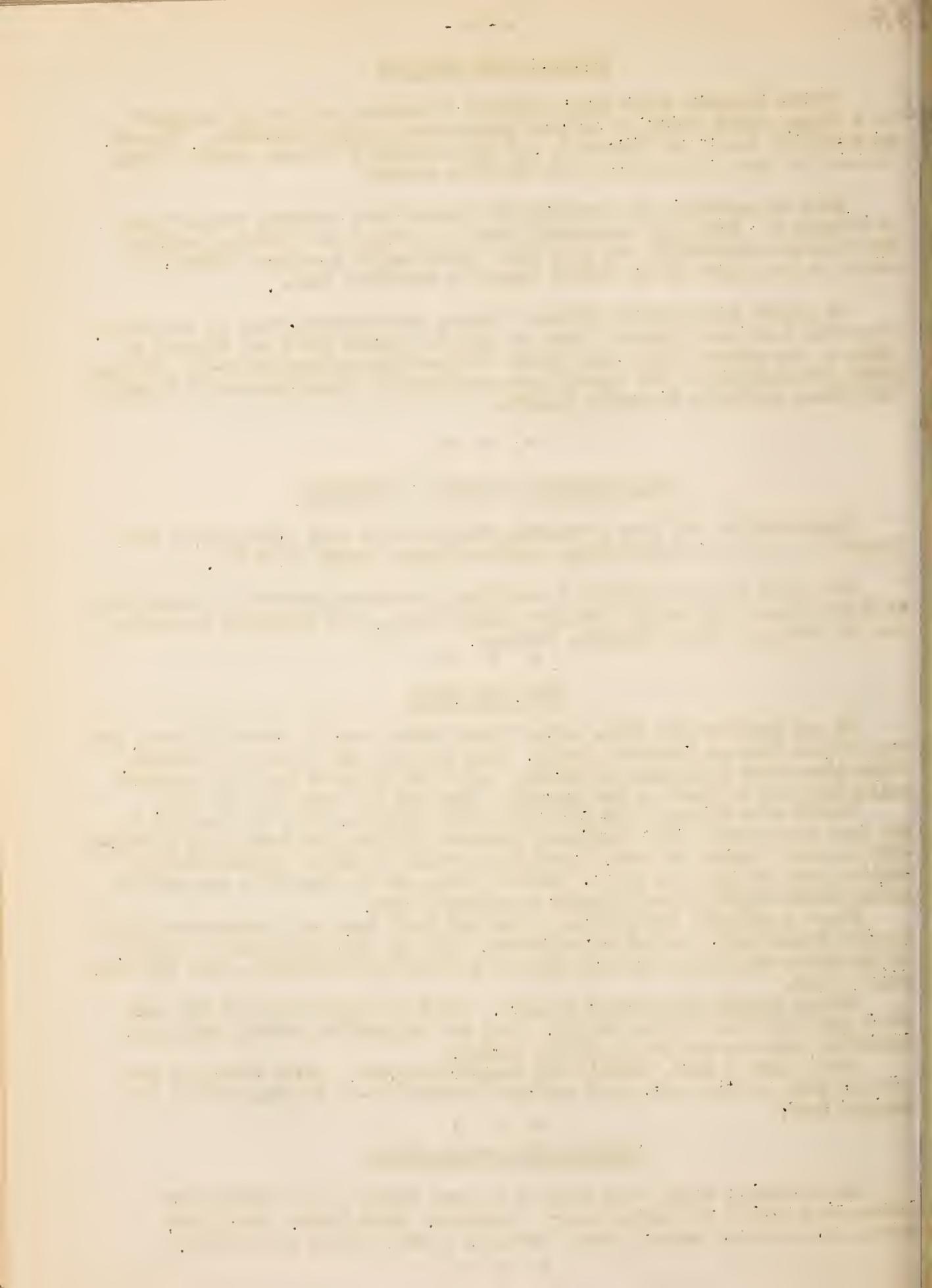
Dried corn is hard, brittle and semi-transparent. After testing a few grains, turn off the heat, open the oven door and leave the corn in the oven another hour.

* * *

MIDWEST FRESH FOODS SUPPLY

The following fresh foods will be in good supply in most Midwestern communities during the coming week: - Tomatoes, green beans, sweet corn, cucumbers, peppers, summer squash, spinach, onions, melons and peaches.

* * *



3R11C



Radio Round-up on food...

5
A Service and
For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.
August 19, 1944 - No. 114

VALUE RECEIVED

When Uncle Sam goes to a warehouse to purchase foods for military use, he wants to be sure he is getting his money's worth. As a result, the crops of some 400 processed foods inspectors employed by the Office of Distribution, War Food Administration, are helping to inspect huge quantities of canned, dried, dehydrated and frozen foods purchased for our armed services and government agencies. Approximately 200 of these inspectors are women home economic graduates

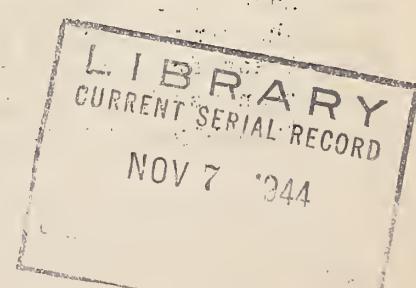
The inspectors are stationed in 50 laboratories across the country. They are trained in various phases of food inspection work. They check on canned foods to see if the product meets government specifications. They might be called upon to see if proper sanitation is maintained at a cannery or dehydrating plant, and they do a variety of research work.

Here is a sample of a routine task. An inspector gets an order from a quartermaster office to inspect 10,000 cases of canned peas on order for the armed services. The inspector goes to the cannery concerned and is directed to the section of the warehouse where the goods are stacked. Those 10,000 cases fill a good-sized space. In other words, there are 240,000 cans...enough to fill ten freight carloads full. The cases are counted by row, tier, and layer to determine that there are 240,000 cans in the lot.

The plain cans glisten in their cases because generally no labels are attached to canned goods until the packer knows where he will ship the product. Sometimes for civilian trade, canned foods are sold through a distributor, and the distributor's name and brand...not the canner's...appear on the label.

(more)

**WAR FOOD ADMINISTRATION
Office of Distribution**



The inspector draws out a can here and there from the lot...usually at the rate of one No. 2 can from each 2,000 cans. These sample cans are then taken to the nearest laboratory and graded for weight, type of container and contents. The inspector must see if the product is properly processed to stand varying climates and rough handling. He, or she, must see if the solid contents fill the can, or if there is too much liquid. In inspecting canned peas, the grader would check on the clearness of the liquid, uniformity of color and maturity of the vegetable, flavor, and presence or absence of defects. Then the grader adds up the score points for the product. Ninety points or more mean top quality or fancy grade for peas. Seventy-five to 89 points is a very good rating, and 60 to 74 points is a good or standard rating. Peas not meeting standard grade requirements must be classed sub-standard or "below standard quality".

Finally, the official grade certificate is sent to the quartermaster army buyer who uses the certificate as a basis for payment to the packer. Uncle Sam does not pay for any food until it has been inspected...paying only for value received.

* * *

BRITAIN'S FRUIT DIET

It's difficult for Americans with a homeland that furnishes so many varieties of fruits to realize what a diet with little fresh fruit means. British citizens before the war depended mainly upon the markets of the world for their fruits, and since 1940 have had a very limited supply.

In comparison with Americans, the British in 1943 were getting only about 23 percent of the amount of tomatoes and citrus fruits and one-half the amount of other fruits. In fact, Americans are eating 17 percent more tomatoes and citrus fruits than they did before the war, while Britons are eating 50 percent less. About the only fresh fruits the British civilians have been able to buy since war are homegrown apples, tomatoes and berries. Small quantities of apples were sent from Canada and the United States. The United States shipments of apples were made in 1942, but a short crop in this country last year prevented any shipments abroad.

Under Lend-Lease, the British civilians have received dried prunes, raisins, apples, apricots, pears and peaches from the United States. What canned fruits the United States shipped to Great Britain were for the military services.

Citrus concentrates shipped from the United States to Britain were supplied only to young children.

Since the Mediterranean has come back into allied control, the British have been able to import shipments of oranges from Spain and Palestine. Smaller shipments of this fruit have also arrived from South Africa. Until recently these fresh oranges have been limited to children. This spring when a larger than usual shipment of oranges arrived, some British adults were able to buy this popular fruit in fresh form for the first time in three or four years.

(more)

Though Great Britain is far from coming back immediately to being a large fruit consuming nation, prospects for importing more fruit are better. The British Food Ministry has ordered seventeen thousand tons of lemons, mainly from Sicily. Then because a spring frost has hurt the English apple crop, the English hope to get more apples this year from Canada.

The opening of the Mediterranean has helped to bring dried fruits to English civilians this year. Raisins have been ordered from the little island of Cyprus. Also, the entire exportable surplus of dates from Iran has been purchased for Great Britain, and Turkish dried fruit to the amount of thirty-two thousand tons will play a part in the British national diet for this year.

However, the British home crop of fruit will be less plentiful than last year, as a result of the spring frost. Supplies of strawberries and black currants have been scarce, and the entire black currant output is going into puree production for consumption by children only.

Considerable purchase of apricot pulp from Spain will supplement the jam supplies.

How much fruit the British civilians will get is of course, still dependent upon war conditions and available shipping space.

* * *

MILK SUPPLIES DIVIDED

You like milk, I like milk, all God's chillun like milk...and that's just exactly why we are going to have less milk this fall. Everyone knows that there is just so much milk available, but our needs are increasing in proportion to the number of men sent overseas in the armed forces. Those men need milk, lots of it, and as shipments increase to meet their demands, the supply of milk for civilians here on the home front decreases.

With milk production now declining seasonally, the War Food Administration feels that further milk conservation steps will be necessary. At present, milk dealers may sell to civilians 100 percent of the fluid milk they sold in June 1943 and 75 percent of the cream they sold in that month. Milk by-products such as cottage cheese, chocolate milk drinks and buttermilk may be sold in August at 90 percent of June 1943 sales.

It may be necessary to reduce these quotas to obtain more whole milk for evaporated milk and whole milk powder necessary for overseas shipment. However, it is possible that milk dealers will soon be permitted to sell more chocolate milk, cottage cheese and buttermilk because these products are made from the skim portion of milk now in good supply.

* * *

WHAT'S IN THE U. S. ICEBOX

Every good homemaker buys extra food and stores it in her refrigerator when she knows that she is going to be feeding more people. Uncle Sam is putting

additional food in his "iceboxes" too, because he has produced enough food to feed a third more people than before the war.

American civilians are eating 6 percent more per capita now than in pre-war years. The average service man eats a third more than the average civilian. In addition, American food is being shipped to our allies, friendly nations and liberated areas.

When the housewife buys extra food, it's usually stocked for only a day or a week ahead. But Uncle Sam must plan food supplies months in advance...there must be enough for current consumption and enough in cold storage or warehouses for use in seasons of low food production.

In normal times, cold storage space acts as a shock absorber for seasonal food surpluses...helping to even out consumption throughout the year. Before the war, commercial storage averaged about 50 percent capacity use throughout the year. For the past several months, however, occupancy has been running above 80 percent, often near 90 percent.

One reason for this generally higher level of use is the necessity of having food supplies for our soldiers months in advance. Part of the supply is always in transit and part is in warehouses awaiting shipment.

Another factor is the seasonality of production. And now with more food being produced than ever before, storage peaks are bound to be higher than usual.

A third, and very important factor in the cold storage situation is that out-of-storage-movements are subject to the fortunes of war. Food must wait for cargo space on ships. If the ships are late or if the cargo space is needed for more essential wartime products...the food piles up, of course, a little later on in the season, that situation may reverse itself. If ships arrive faster than was planned, then great quantities of food will be needed in a hurry to fill them. The fact remains that it is a military necessity that food wait for ships, not ships wait for food.

Steps have been taken to ease the strain on commercial warehouses and storage plants. The processing of foods has been speeded up so that commodities will require refrigerator space for shorter periods of time. Warehousemen are constantly checking their equipment to be sure that they are getting the most effective use of their space. All government agencies are working in close cooperation with the Inter-Agency Cold Storage Committee. And housewives are kept up-to-date on what foods are abundant on the markets...so they may plan menus around these foods which should be moved out of the warehouses of the country.

Most of the food now in public storage is privately owned. The trade owns the bulk of the fresh and frozen fruits and vegetables in storage, all the cream, more than half of the shell eggs, and the largest share of the frozen poultry and meat. The major foods in cold storage held mainly by the government are butter, cheese, and lard. The War Food Administration holds relatively little pork and almost no beef, lamb, or mutton in public cold storage, though the armed forces have stocks of all these meats in public freezers.

THIS IS THE CATCH

The quantity of fish in cold storage houses throughout the country on July 1 was at the highest level in history for this season of the year...50 percent over the holdings at this time in 1943. There are many reasons for this increase in cold storage holdings, amongst which is increased production, but unless more fresh and frozen fish is consumed now and during the early fall months it will be impossible to handle the catches of fish that can be made during the peak fishing period, which is just approaching. Cold storage facilities, particularly in the New England states, are now almost filled to their limited capacity and it is important from now on that movements out of freezers keep place with current catches of fish.

While the increase of frozen fish in storage is noticeable from all sections of the country, the Central States and the Atlantic Coast from Maine to Virginia report the sharpest gains. In the North Central States holdings have doubled. In the New England, Middle Atlantic and South Central States increases run from 69. to 75 percent. A 14 percent increase is reported for both the Pacific and South Atlantic coasts.

There is a wide range of species available to the consumer, though species vary with geographical location and season of the year. The fish that represents the largest single volume in storage is halibut, mostly stored in the Pacific Northwest. There, however, is no particular problem on halibut as the quantity in storage is not abnormal and there is expected to be a good demand for this fish throughout the fall and winter months. It is the other species of fish, particularly those produced in New England states, that require stimulation of consumption in order to continue normal production. The principal species and types requiring increased outlets are frozen mackerel, especially mackerel fillets, cod fillets, whiting and haddock fillets.

Broadcasters should check on the local supply of fresh and frozen fish before recommending a variety.

As for canned fish, salmon and California sardines are likely to be the most abundant, although approximately 60 percent of these species will go to the armed forces. Owing to the short production of Red and King salmon, there will be a limited quantity only available for civilian trade. The quantity of pink and Chum salmon available for civilians will be relatively greater. The pink salmon in cans compares favorably in nutritional quality with the red variety and is sold in the stores at materially lower prices than Reds or Kings.

The California sardines are packed both in pound oval cans with tomato sauce and in No. 300, 15-oz, cans without added sauce or oil. The California sardine, from the point of view of dollar and cents value, is one of the best canned fish products on the market. The oval tomato sauce pack is well known in most markets, but the No. 300 can, while not so well known as a commercial product, is packed with exactly the same type of fish and is in every way similar to the oval can product, except for the tomato sauce.

Other canned fish which will be available to civilian consumers, but in more restricted volume, include Maine sardines and mackerel. The Maine sardines are baby herring and are an extremely good alternate for the sardines imported pre-war from Portugal and Norway. These Maine sardines are packed mostly in 4-oz. quarter-square cans. The larger herrings are packed under the trade name

(more)

"Atlantic Sea Herring" and are produced both in pound oval cans in tomato sauce and in No. 300 tall cans, 15-oz. net weight, in their natural oil. Mackerel is a very good canned fish product at a reasonable price in the retail stores and is packed almost entirely in the No. 300, 15-oz. tall can.

* * *

TENDERIZING UTILITY BEEF

Now that utility grade beef is point free, the homemaker will want to know how to cook this less tender meat for the best results.

Since utility beef is less tender and has less fat than the higher grades, it is not so satisfactory for boiling and roasting without extra preparation. One way to make the meat tender is to grind it, so that the connective tissues are broken down. After grinding the meat, the homemaker can broil, pan-broil, or bake it. It is good made into patties and served with gravy or tomato sauce or baked as a meat loaf. If she wants to broil or fry a whole steak of this grade, she should pound the meat first to tenderize it, and then add some fat in cooking.

Pot roasts, Swiss steaks and stews from utility beef should be covered and given a long slow cooking with water or other liquid added. By browning the surface of the meat a few minutes in fat before the long, slow moist simmering, the cook gives the dish a better flavor and rich brown color.

An extra aid to tenderness is adding some acid food like vinegar or tomato to the meat. A little vinegar added to the water helps to tenderize a pot roast, and tomatoes may be used for the liquid in stews, pot roasts and Swiss steak. The homemaker should also give special thought to seasoning...cook the meat not only with salt and pepper, but add onion or garlic, celery seed or leaves, or parsley, during cooking.

* * *

BANNERS FOR BADGERS

Any one interested in food (and aren't we all?) cannot overlook the startling fact that during the month of August, the War Food Administration is making 16 Achievement "A" Awards to food processors in the Midwest Region. To add to the significance of this number, 12 of the plants are in the state of Wisconsin. This deluge of recognition speaks well for the efforts of management, workers and farmers to produce food for freedom. It is a good omen in our food outlook and another reason why the American people are the best fed people in the world.

Plants receiving the "A" Award this month in the Midwest Region are Stokely Foods, Inc., at Cumberland, Milltown, Frederic, South Beaver Dam and Plymouth, Wisconsin, and Lakeland, Minnesota; Knellsville Canning Company at Port Washington, Wisconsin; Lakeside Packing Company, Manitowoc, Wisconsin; Libby, McNeill & Libby, Lake Mills, Wisconsin; West Salem Packing Company, West Salem, Wisconsin; Fuhrmann Canning Company, Appleton and Berlin, Wisconsin

(more)

consin; Fredonia Canned Foods, Inc., Fredonia, Wisconsin; Bricelyn Co-operative Canning Association, Bricelyn, Minnesota; Wilson & Company, Albert Lea, Minnesota; and the Parkway Dried Eggs Company of Chicago, Illinois.

* * *

COLD PACK CANNERS SHOULD GET WARM RECEPTION

Good news to homemakers is the announcement by the War Production Board that almost half of the 500,000 enameled cold-pack or water-bath canners authorized for production this year have been completed. Manufacturers expect to finish and ship 258,767 additional ones by October 1.

This equipment has been out of production since 1941. Homemakers who need cold-pack canners should plan to purchase them at once. They are satisfactory for processing acid fruits and vegetables and there is still time to put them to work yet this season.

The canners are being made in one size, capable of holding seven one-quart jars, nine one-pint jars, or four one-half-gallon jars. While the equipment is not rationed, it is to be sold only for canning--not for use as stock pots.

* * *

FOODS IN GOOD SUPPLY THIS WEEK

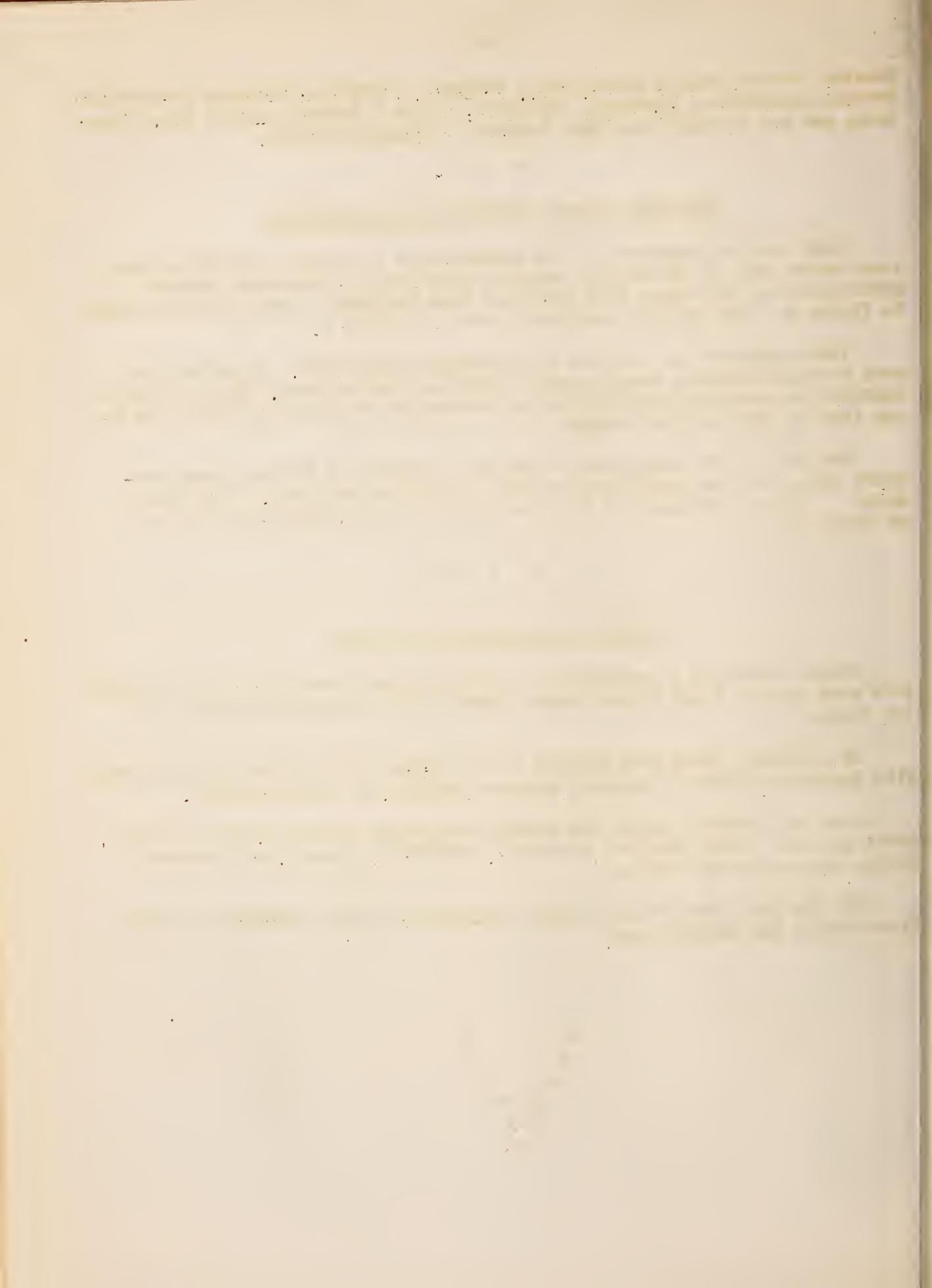
Foods which will be available in plentiful supply over most of the country this week include B and C grade eggs, peanut butter, citrus marmalade, and dry onions.

In addition, fresh food markets in the midwest will be liberally supplied with tomatoes, peaches, eggplant, peppers, apples, and summer squash.

Also in plentiful supply are cereals and cereal products, such as bread, wheat and soya flour, noodles, macaroni, spaghetti, oatmeal, rye breakfast foods, soya grits and flakes.

The War Food Administration urges homemakers to take advantage of these items during the coming week.

* * *
* * *
* * *
* * *
* * *
*





Radio Round-up

on food...

A Service ---

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.

August 26, 1944 --- No. 115

PATTERN FOR BREAKFAST

The War Food Administration, Office of War Information, Radio, Press, Food Dealers, and others are combining their activities to make September a nutrition month.

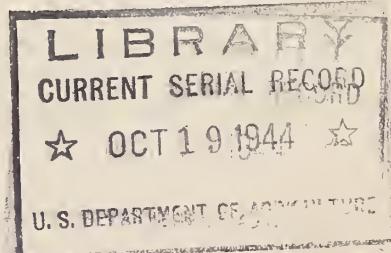
Special attention is going to be given to breakfasts this month because breakfast is usually the most neglected meal of the day. Most people get adequate dinners and few neglect lunch, but many are too rushed or too sleepy to eat enough breakfast. Only if breakfast is nutritious can mental and physical energy be maintained throughout the morning hours....usually the most productive part of the day.

The meal which breaks the fast after sleep should contribute about one-third of the daily requirements of calories, proteins, vitamins and minerals. One plan for a good breakfast recommends citrus fruit or tomato juice (fresh or canned), cereal (natural whole grain or restored) a protein-rich food (eggs, or a combination of eggs, bacon, ham or sausage), toast, muffins or bread (enriched or whole wheat), butter or fortified margarine, milk for the cereal, and a beverage.

That citrus fruit starter is loaded with vitamin C...known as the anti-scurvy vitamin. It is true that cases of scurvy are rare in this country, but deficiencies of vitamin C in the daily diet may lead to increased susceptibility to infections, slowness in the healing of wounds and unhealthy gums. One orange, half a grapefruit, 3 ounces of orange juice, or 4 ounces of grapefruit juice will provide one-half or more of the day's vitamin C need. Ten ounces of tomato juice will contribute the same amount of Vitamin C.

(more)

**WAR FOOD ADMINISTRATION
Office of Distribution**



It's important to include vitamin B₁, sometimes called the morale-building vitamin, in the breakfast. This vitamin stimulates lagging appetites, is essential for good digestion and energy, for protection of nerves and for well-being. Whole grain or enriched breads and cereals are sources of this vitamin. The active worker can also include ham, bacon, or sausage for this vitamin.

Eggs are a protein food which adds to the staying power of breakfast. Besides being a good tissue-building food, eggs supply iron as well as vitamins A, D and riboflavin. When eggs are plentiful, eat one a day.

A multitude of breakfast combinations can be made from the many foods appropriate for the breakfast menu. Urge your listeners to plan menus that have eye and appetite appeal. Breakfasts should contribute enjoyment besides daily nutritional requirements, and they are easy to prepare, and serve.

* * *

SELLING-GOVERNMENT OWNED FOODS

Recently you have read that the War Food Administration has offered to sell back to the food processors over 27,000 cases of orange juice; over 500,000 pounds of American Cheddar cheese, and some thousands of cases of canned carrots. This food from government-owned stocks will be put directly back into civilian trade channels.

These sales are not an indication that the government thinks the war is over. The foods being sold belong in one of three categories. First, food reserved to meet a special need which has not materialized can now be sold. In this case perhaps the government counted on losing a certain amount of food from sinkings, or fires, and that loss was lower than expected. Or perhaps a military engagement was shorter. Or our allies were not able to ship certain commodities they ordered. When the food on hand is above known requirements, it can be sold to the trade.

In the second group are foods purchased in fulfillment of price support commitments. When the government asked farmers to increase their production of certain crops to meet the demands of war, it promised to safeguard farmers from the dangers of too much product and too little market. This food is sold back into trade channels as soon as it can be done without breaking the market.

The third type of food the War Food Administration is now selling consists of 1943 packed goods which can be replaced with 1944 packed produce. The government, like the trade, believes in turning its stocks in order to prevent financial and food loss through spoilage.

When the government sells food, it follows the policy of obtaining a fair price for the commodities sold...and of avoiding disruption of normal trade practices. This means selling to the trade...not directly to the consumer.

(more)

It means selling when there is a demand...not when the market is glutted. The WFA offers some commodities to the original seller or processor, if it is practical. Original vendors and processors know the products, are equipped to handle them and have established trade outlet for marketing them. Any quantity remaining after such a sale may be offered on the same terms to all processors of the same or like commodity. The WFA is not obliged to accept any price. If a reasonable price is not offered, the food is sold elsewhere. In some cases where it is not to the public interest to sell, the food is diverted to non-competitive programs or uses...such as charitable institutions or school lunch programs.

* * *

WHAT IS A WFO?

In the War Food Administration, WFO is not the call number of a radio station. Those three letters stand for War Food Order, and the number that follows them tells the commodity that particular food order affects. Since January 1943 when WFO 1 went into effect to bring about a saving of ingredients in short supply and to effect economies in the distribution of bread and rolls, there have been a series of food orders issued by the War Food Administration. These regulations are designed to see that the best possible division of American food is made among civilians, the Armed Forces, our Allies and other claimant agents.

It is the unvarying policy of the War Food Administration not to issue a food order if the end may be achieved by other means. When an existing order no longer contributes to the war effort, it is revoked. Of the 101 orders issued, 59 remained active as of July 1, 1944. However, until conditions permit suspension of any order and until due notice is given the trade or industry affected, the orders are enforced just as other laws in the land.

As a general rule, food orders are written in consultation with the affected industries. There are to date approximately 112 Industry Food Advisory Committees representing every industry affected by any food order. These committees are composed of leaders from each branch of their respective trades. They assist the officials in the Office of Distribution, War Food Administration to plan the steps of the needed order. They also assist in getting the story of the order over to members of the trade. Then to keep the orders flexible to meet constantly changing conditions of war, the regulations are amended when necessary.

There are four general types of food orders. "Set aside orders" are necessary in order that the government will be able to buy enough food for our Armed Forces and export purposes. These orders require producers or distributors to reserve or set aside for sale to a government agency a given percentage of their goods. For example, beginning August 20, federally inspected slaughterers set aside for government procurement 50 percent of the quantities of their beef meeting Army specifications. Under a previous order these slaughterers set aside 45 percent. The new action, Amendment 13, to War Food Order No. 75.2, was taken to make available to the U. S. Military Forces the necessary quantities of beef.

(more)

"Limitation orders" conserve materials or divert them into needed channels. For example, War Food Order No. 8 makes milk fats and milk solids available for other dairy products by restricting the use of milk solids in the production of ice cream and other frozen dairy foods. Another limitation type order limits the sale of live or dressed turkeys to provide holiday dinners for our Armed Forces.

"Allocations orders" are usually made to guarantee a fair division of a limited supply...or to restrict a scarce product to essential uses. For example, the supplies of milk sugar were not sufficient to provide for unrestricted use and still have adequate supplies to meet such essential uses as the production of penicillin. It was necessary, therefore, to allocate production to essential uses.

"Distribution economy orders" are issued to conserve food commodities, materials, labor, tires, gasoline, etc. For example, WFO 1 on bakery products prevents much waste and saves great quantities of labor and materials by prohibiting consignment selling of bread the furnishing of rack or display materials to retailers.

* * *

COMPLETE ON TRAY

Come Labor Day, and the end of summer vacation for school kids across the country, schools open for business. At the same time, school lunchrooms will begin their program of laying the foundation for a healthier and more physically fit people. Many of these school food centers have years of service behind them, others will be new this year.

When a school takes on a new function, it does so to contribute to the welfare of the child. That is the purpose of lunch at school. Nutritionists state that a child should receive at least one-third of his daily nutritive requirements at noon. One way to make sure that all children who eat in school lunchrooms get the required amount of food value is to serve it to them in the form of a complete lunch. That's why many schools with lunchrooms run by community cooperation are specializing in so-called plates of complete lunches.

As the children get a complete lunch through a common menu, the pattern of good food selection becomes fixed in mind. The natural desire to be one of the group motivates a child to eat all the foods that are put before him, and he develops the habit of eating foods that are worthwhile as well as those that are pleasant tasting.

Those one-plate lunches do not necessarily mean entirely hot foods. Salads and sandwiches with protein rich filling might be main dishes that can be flanked by raw vegetables and fruits in season. Or one hot dish and beverage may be served with cold foods. School lunch managers soon find out which food combinations are favorites and serve them often. They continually have to keep the food attractive and well-cooked because children are critical judges of well-prepared meals.

(more)

For years, lunch directors and home economists have advocated a plate or tray lunch for children with this educational end in mind. The war has brought the system greater recognition. Plate lunches are economical of time, effort, food and equipment...as well as money. These lunches follow a simple pattern...milk, meat, or another protein rich food, vegetable or fruit or both, bread with butter or fortified margarine. There may be a dessert, but that is optional.

Federal funds will be available in 1944-45 to assist schools needing financial help to serve school lunches. The Office of Distribution, War Food Administration is the agency disbursing the \$50,000,000 appropriated by Congress. The maximum reimbursement is 9 cents per meal per child. According to law, the payment depends on the number of children attending school in the state and local need of financial assistance. These lunchrooms, even with financial assistance, are basically community undertakings. The responsibility of planning cooking and serving the meal is up to local managers. Usually the managers or sponsors are organized into a council composed of a school administrator, home economics or agricultural teacher, representatives of the PTA and other civic organizations. When food is not grown especially for the lunchroom or donated, it is bought locally.

Broadcasters may wish to tell those people interested in securing financial assistance for a school lunchroom to write the nearest regional Office of Distribution, War Food Administration, 5 South Wabash Avenue, Chicago 3, Illinois.

* * *

BUTTER IN SEPTEMBER

Homemakers will be able to buy four out of every five pounds of butter manufactured in September. In other words, 20 percent, one pound out of every five, will be set aside by manufacturers for war uses. This means it must be offered for sale only to a government agency for military and non-civilian claimants.

The government's butter quota for September is lower than the 30 percent required to be set aside during August. This is in line with the War Food Administration policy of asking butter producers to reserve less butter during the months of seasonally declining production so that there will be a minimum disruption of the civilian supply.

The set-aside quota in September last year was also 20 percent. However, a sharp drop in butter production so far this year will probably make it necessary for government agencies to continue buying butter during October. Last year no butter produced after September was purchased except small amounts offered by butter makers in fulfillment of their previous commitments.

* * *

OLIVE OIL FROM SPAIN

American consumers may soon be seeing more imported olive oil on their grocer's shelves. The War Food Administration has made arrangements with the Government of Spain for the exportation of 3,000 tons of olive oil to the United States. Olive oil is used principally for medicinal and edible purposes. In the preparation of foods, olive oil is a popular ingredient in salad dressings and is used as a fat for frying foods.

Olive oil was among the several oils returned to private trade by the WFA several months ago and no permit is necessary to import it.

* * *

MORE MILK IN BREAD

Nonfat dry milk solids are in good domestic supply now, so the War Food Administration has amended War Food Order No. 1 to remove all restrictions on their use in the manufacture of bread. This new amendment was effective August 22. These nonfat dry milk solids used to be known as dried skim milk. (See Round-Up, June 3, 1944.)

Milk in bread making has been limited since January 1943 to four parts of milk to 100 parts of flour. The removal of the restriction will enable bakers to return to pre-war standards (averaging about six parts of milk to 100 parts of flour.) This means an improvement in bread from the standpoints of nutritive value, palatability and keeping qualities.

* * *

FOOD OUTLOOK IN MIDWEST REGION FOR SEPTEMBER

Foods in plentiful supply throughout most sections of the Midwest Region during the month to come will include onions, fresh peaches, (small sizes are the best buy), tomatoes, and apples. In addition, other locally produced fruits and vegetables should be available. Processed foods will include - peanut butter, citrus marmalade, canned green and wax beans, frozen vegetables, and frozen baked beans, dry mix and dehydrated soups, soya flour, grits and flakes, wheat flour and bread, oatmeal, macaroni, spaghetti and noodles.

* * *

INTRODUCING JIM CHAPMAN

James P. Chapman, formerly of WHO, Des Moines, Iowa, is now in charge of Radio Relations for the Office of Distribution throughout the Midwest Region. Before going to the Iowa station, Jim served as Assistant Extension Editor in charge of Radio at Kansas State College.

* *

* *

* *



LIBRARY
CURRENT RECORD

SEP 7 1944

U. S. DEPARTMENT OF AGRICULTURE

Radio Roundup

on food...

A Service --

For Directors of Women's Radio Programs

5 South Wabash Avenue, Chicago 3, Ill.

September 2, 1944 -- No. 116

ON SEPTEMBER'S MARKETS

With the emphasis on good nutrition this month, the American homemaker will find the food supply situation most promising.

The fall run of cattle is just beginning. While the total number of cattle sent to market will be larger this month, the supplies of beef for civilians will be slightly lower. The shortage of high grade cuts will be more pronounced, but there will be more low grade beef; veal will be more adequate than during August, while lamb continues at the same level of supply. There may be slightly more pork for civilians than last month, but we'll still be short of pork chops, loins and hams. Sausage, variety meat and canned meats will be in fairly good supply.

Dairy products in general will be fairly tight because of the seasonal decline in milk production. There will be less butter and evaporated milk for the month ahead than for the past few months, though about the same as in August. The cheese supply will be unchanged. Top grade eggs will be less plentiful, but there will be adequate supplies of the B and C grade eggs.

As for fresh produce, there will be plenty of potatoes, onions and locally grown vegetables. The apple crop looks good... about 41 percent larger than the small yield of last year.

The supply of canned fruits and juices for the coming year will not be any bigger than in 1943... perhaps less. Canned pineapple, peaches, pears, and fruit cocktail will be in shorter supply, but this cut will be offset somewhat by increases in the minor fruits and juices. Canned vegetable supplies, barring unexpected changes, will be about the same as last year. However, some of the

(more)

**WAR FOOD ADMINISTRATION
Office of Distribution**

major items such as canned tomatoes and tomato juice will be in shorter supply. Canned baby foods, soup and baked beans are expected to be more plentiful.

As for the dried foods during September... there will be no increase in the supply of dried fruits as the new pack has not yet reached retailers. There will be an ample supply of dry beans for civilian distribution during the coming year, although only small quantities from the new crop will reach distributive channels in September.

Grains are a basic food and the supply is such that all civilian demands can be satisfied. That means plenty of bread, cereals, macaroni, and paste products.

* * *

U. S. RICE ON WORLD MARKETS

The United States is producing rice crops of record-breaking size. What's more we're shipping rice to countries now that used to depend on Burma, Thailand and Indo-China.

The greater part of the rice grown in the United States continues to go to Cuba, Puerto Rico and Hawaii, for these countries were our major rice customers even before the war. Our new outlets since the war are the United Kingdom, Russia, West Africa, Greece, and liberated areas in France. While our shipments can't fill all demands from these countries, they are tiding the people over until the Burma area can be reopened.

Most of the rice produced in this country is grown in Louisiana, Texas, Arkansas and California. Rice is harvested after the middle of the summer and is available on markets throughout the year. The Southern rice crop begins to come to the mills during late August. The marketing year for California rice begins October 1. The Southern and California crops this year are estimated to be over 70 million bushels, compared with about 50 million bushels for the ten-year average (1933-42).

Rice is one of the international foods for which people have developed strong national tastes. The cook book of almost any country has rice dishes seasoned to suit the natives of that particular part of the world. In the United States, rice is consumed in large quantities by the people of the Southeastern coastal plains and in the producing areas and by persons of oriental or Spanish-American ancestry. For the past ten years, the average annual consumption of rice in the United States has been about six pounds per person. On a state basis the use of rice ranges from less than one-tenth of a pound in New Hampshire and Vermont to 25 or 30 pounds in South Carolina and about 40 pounds in Louisiana.

* * *

HOW LARGE IS A PORTION?

September is both Nutrition and Back-to-School Month. The two go well together because a good school lunch means better all around nutrition for boys and girls.

(more)

Schools which are to receive federal aid from the War Food Administration for their lunch programs must meet certain requirements. You'll notice these requirements are in reality, just safeguards. One of these requirements is that the lunch served supply a generous portion of the child's daily food needs.

The foods may be prepared in many different dishes and menus. However, to secure the maximum rate of assistance - 9 cents per meal per child - each pupil must be served the following amounts: -

1. One-half pint of whole milk as a beverage.
2. A protein food service such as: 2 ounces of meat, poultry, cheese, fish; or one egg; or one-half cup of dry peas, beans or soybeans; or 4 tablespoons of peanut butter.
3. Three-fourths cup of vegetables and/or fruit.
4. One or more slices of bread or muffins or other hot bread made of whole grain cereal or enriched flour.
5. Two teaspoons of butter or fortified oleomargarine.

For additional information on obtaining federal assistance for School Lunch Programs, write to the Office of Distribution, War Food Administration, 5 South Wabash Avenue, Chicago 3, Illinois.

* * *

BETTER WORK WITH RIGHT FOOD

Here are true stories that tell just how important good food is to our war workers, how it cuts absenteeism and turnover in half, in war plants.

About a year ago, the Issacson Iron Works in Seattle, Washington, was having difficulties with rapid labor turnover and absenteeism. So the company built and equipped a modern cafeteria. Soon after the cafeteria was opened, approximately 95 percent of the employees were eating there. The labor turnover the month before the opening of the cafeteria was over 12 percent, and six months after the opening it was down to less than six percent. Absenteeism since the opening dropped from 9 percent to about 4 percent.

Recently in another part of the country, one hundred men from various war plants were nutritionally rehabilitated. These men were previously unable to work because of nutritional deficiencies. All except one of these men returned to work, and that one man joined the Armed Forces. One of the group was brought to the clinic in an ambulance. After a couple of weeks of diet and vitamin therapy, there was a definite improvement, and within three months this man was working six days a week. Throughout the next year, this man was on the job every day.

It was found that poor food habits were one of the factors causing the illnesses of these men. Recently, a nation-wide check up of daily diets was made, showing neglected parts of diets. Of the people asked, almost half of them had eaten no foods from Group Two of the Basic Seven the day before. And over one-third of them had neglected dairy products.

(more)

As September is Nutrition Month, special effort is being made to urge better breakfasts and better lunches for workers. Why don't you suggest to your listeners that they make surveys of their families' dietary habits. As was indicated in the survey, Vitamin C was one of the most prevalent dietary deficiencies. And of course this deficiency can be cured by eating tomatoes, oranges, grapefruit, and raw cabbage, one orange, half a grapefruit, or ten ounces of tomato juice for breakfast will start the day with one-half of the daily Vitamin C requirement. Strange as it may seem, a survey made right in the citrus belt of California showed that about two-thirds of the people had not eaten citrus fruit or tomatoes once a day. Almost one-fourth of them had neglected these foods for a week or more.

Vitamin C is only one of the weak spots of the American diet. Homemakers and dieticians have to plan good nourishing meals, and also teach everyone to eat them. Many are following the War Food Administration's Basic Seven Food Chart. By eating sufficient quantities of food from each of these seven groups, a person will have a balanced diet. In order to encourage workers to eat balanced meals, the dietician of the R. J. Reynolds Tobacco Company in North Carolina is offering vegetables and a variety of salads for five cents, and a low priced well-balanced special lunch. In addition, she has been carrying out a schedule of weekly classes for lunchroom supervisors and cooks. She's planning another educational program for the employees which should result in more nutritious lunches.

* * *

CALCIUM IN THE DIET

Many people consider calcium only essential for children. They think that grown-ups don't need calcium because their bones and teeth are already formed. According to Dr. Henry C. Sherman, former Chief of the Bureau of Human Nutrition and Home Economics, calcium is one of the two nutrients in which American diets most often fail to measure up to the yardstick of good nutrition. Just because the bones and teeth have been developed is no reason that they will remain that way for a lifetime. They need material for repair just as the tissues of the body do. And calcium is the principal food value whose job it is to build and repair the teeth and bones.

Milk and cheese are the main sources of calcium. Green leafy vegetables are our second source, although they rate much below the dairy products in their supply of calcium.

You don't have to be concerned about getting too much calcium. If you take more than you need, there are special storage spaces in the bones to take care of the extra supply.

* * *

KNOW YOUR ONIONS

The cry for more onions was so strong last year that onion growers are promising a record-breaking crop this fall. It is estimated at 51 percent greater than last year's crop and 47 percent above the 10-year (1933-42) average

(more)

The Eastern states will harvest more onions than average, the Central states less than average, but taken together their crops add up to about a normal supply. The greatest expansion in acreage and production has taken place in the Western states where this year's production is at least two and one-third times as big as average.

Because of a critical shortage of storage space in the Western producing states, you may be asked to help move the supply by encouraging greater consumption. Urge your radio audience to select bright, clean, hard onions with dry skins... and to watch for moisture at the stem end which may indicate decay at the heart of the onion. Onions will keep well if they are stored in a cool dry, well-ventilated room. A free circulation of air is essential if the onions are not to turn soft at the center.

* * *

APPLE EATING TIME

Favorite apple recipes will soon be coming out of the cook's files as October promises to be the big apple harvest month. All states are looking toward good-sized crops this year...in fact...the increase is 41 percent over last year's small yield.

The commercial production of apples is expected to be slightly more than 125 million bushels. Thirty-five million bushels will be processed...leaving over 90 million bushels for fresh use. This amount for fresh use will be more than the entire apple yield last year.

Apples are one of the most popular fruits in Group Three of the Basic Seven Chart. Their popularity grows out of their adaptability...they may be eaten fresh, or sliced and fried to accompany the meat course, or baked for desserts.

In order that the family can enjoy favorite varieties throughout the winter, the forward-looking homemaker will be canning a supply of apples too. This fruit may be canned either sliced or as applesauce. Apple butter or spiced jelly are winter treats for those who like the flavor of cinnamon and cloves or allspice.

* * *

BURIED TREASURE

RADIO ROUND-UP, July 8, told of the huge limestone mine near Atchison, Kansas that would soon serve as a refrigerator for Uncle Sam's surplus agricultural products.

Well, the first shipments of food, dried eggs chiefly, will move into this huge cold storage warehouse, soon. About ten to twelve cars were moved on warehouse tracks for unloading this week.

(more)

The mine, located two miles from Atchison, has been converted into a cold storage unit by the War Food Administration to ease the strain on commercial cooler space. It means more room for foods that will be marketed this fall and during other seasons of peak agricultural production. It will provide space for a wide variety of products, particularly from the Mid-West and far west.

* * *

ARMY WANTS MIDWEST TURKEYS

Civilians will have difficulty buying turkeys until the army's requirements for servicemen's holiday meals are filled. And this fact has an angle of interest to turkey growers, too. Observers in the Dakotas and other important turkey producing sections of the Midwest Region recently noticed many early-hatched turkeys were putting on that tinge of fat which turkey men call finish, or "ripeness".

Price officials have agreed to let authorized buyers for the army pay a full cent more than established ceiling prices for turkeys marketed during September. So producers who have turkeys that were hatched early enough to be "ripe" now could do Uncle Sam a good turn, and at the same time get the benefit of the price bonus, by selling their birds this month. WFA will restrict sales to army buyers only until the servicemen's quota is met, if it takes until Thanksgiving, so they say. But the price bonus drops to only a half-cent above ceilings during October, and is eliminated entirely thereafter.

With feed scarce anyway this year, it looks as though the best deal for growers with early hatched turkeys is to sell now.

* * *

NEW ARMY BEEF SET-ASIDE WILL AFFECT CIVILIAN SUPPLY LITTLE

Beginning September 3, the War Food Administration will require federally inspected slaughterers to set aside 60 percent of beef meeting army specifications. It has been necessary to increase the quota because our military forces have been unable to obtain sufficient beef under the 50 percent set-aside previously effective. Under the same order, the quantity that Kosher slaughterers must set aside for Government needs is also increased from 35 to 45 percent.

It is interesting to note that although more cattle are being slaughtered now than a year ago (about 24 percent), fewer of them (only about half in some plants) are producing beef which meets army specifications. Because of this, the set-aside will affect civilian beef supplies only slightly - probably less than five percent. However, practically all this decrease will be in the better cuts.

* * *
* * *
* * *

SEP 15 1944

U. S. DEPARTMENT OF AGRICULTURE



Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 S. Wabash Ave., Chicago 3, Illinois

September 9, 1944 -- No. 117

MEAT ON THE MENU

More cattle are going to market now. This is a seasonal increase, and civilians can expect larger supplies of veal and lower grade beef. The total receipts this fall and winter are expected to show about a third more cattle and half again as many calves as a year ago.

That top grade beef will continue in light supply largely because the number of beef on grain feed is smaller than a year ago. On August 1, there were only three-fifths as many on feed in the eleven corn belt states as in 1943. Another reason the homemaker won't be seeing the more choice cuts of beef on the market is due to the fact that a higher percentage of the top grades are required for our military forces. Since September 3, sixty percent of "Good" and "Choice" federally inspected beef, and sixty percent each of "Commercial" and "Utility" beef must be reserved for purchase by war agencies.

With no set-aside on veal, you'll continue to see relatively good supplies of this kind of meat the rest of the year. Many stockmen are paring down cattle numbers by selling their calves.

For the rest of 1944, consumers will find "slightly less pork, lamb and mutton available than they were able to buy the last quarter of 1943 and the first of 1944. Hog slaughter reached an all-time peak in the first-half of this year when over 41 million head were slaughtered under federal inspection. This was about a 37 percent increase over the first part of 1943. The seasonal upturn in marketing after the first of October will be less pronounced this year because there was a 24 percent reduction in the spring pig crop and non-civilian takings for pork are also large. Lamb and mutton supplies will be about 10 percent smaller this year than last. In fact, the lamb crop of 29,600,000 head is the smallest since 1930.

The consumer will find that meats will be in supply in this order - beef, pork, veal, lamb and mutton.

WAR FOOD ADMINISTRATION
Office of Distribution

BIRTHDAY FOR THE "A" FLAG

The green flag with the big "A" in the white circle you have seen flying over a cannery or food plant in your town is going to have its first birthday next week.

If you attended the ceremony when an "A" flag was presented to the men and women at a local food processing plant, then you heard an Army or Navy officer and a representative for the War Food Administration tell those who had "worked in the pack" just what their food services were contributing to the march on Berlin. You heard the workers praised for protecting the well-being of the home front with important food supplies. That praise was truly earned because to get an "A" award, the plant had gone over and beyond the basic requirements of quantity and quality of food production. Also the spirit of the workers is high in "A" winning plants.

After the introductory speeches, you saw the "A" award flag raised for the first time. You heard an official from the plant accept that flag. Then you saw a representative group of workers step forward to receive the coveted "A" award pins...in all probability from the hands of one of our heroes at Tarawa or Anzio or France.

Finally you saw one of the workers...self-conscious before the plant gathering...accept the pins in the name of his fellow workers. He said that he did not feel that this honor was for himself. He was doing a job for his son and the neighbor boy next door who were in uniform. Yes, even for the lad down the street who wouldn't come back. He didn't consider the award the end of his work...rather he pledged himself to stick to his post until the war was won.

And then everybody stood up and sang The Star Spangled Banner. That was the "A" award ceremony in your town...or the town up the road. No big celebration. No great fanfare. But the people who filed away from the presentation platform had a firmer set to their jaws.

On September 18, we celebrate the "A" award birthday we have mentioned. Just one year ago the War Food Administration announced its program to honor the men and women who process the nation's food. Over two hundred food plants have won the Achievement Flag. This "A" flag shows a big block surrounded by a white wreath composed of a head of grain and half of a gear wheel symbolic of farm and plant production. All this is on a green field symbolic of agriculture. A white star in the left corner indicates the first year's award, and a star may be added for each year the plant continues its high record of production. A hundred and fifty thousand workers proudly wear the "A" pin which is a replica of the central design on the flag. Canneries, meat packing plants and grain processors have shared in the award from coast to coast.

Tell your listeners next time they see an "A" award flag or pin it is a sign of cooperation among farmers, food processing plants, management and workers.

ANOTHER SLICE OF CHEESE

About eight million more pounds of cheddar cheese will be divided up among American civilians this month than in September, 1943. That makes the total slice for the folks at home about 36 million pounds this month.

The Armed Forces, the Allies, Red Cross and other war claimants obtain their yearly supply of cheese from quantities manufacturers set aside for them each month. From May until September 1, manufacturers have set aside for war needs 60 percent of the cheddar cheese they made. Now that production is declining seasonally, the War Food Administration has cut this quota to 50 percent of production during September. This is in accordance with the Government plan to buy the bulk of its requirements in the spring and summer months of high production. During months of low production, the Government buys less so that civilian supplies will be fairly constant. It is expected that the quotas for October and November will be still lower than that for September.

* * *

FOOD FOR THAT OVERSEAS GIFT

If one of the Christmas packages for a boy or girl overseas is going to be food, the contents should be picked and wrapped with some consideration to avoid disappointment to the receiver.

The climate is an important factor. For example, soft chocolate candy won't stand tropical weather, but might be sent to cooler climates if packed in tin. Perishable foods like fresh fruit will not be accepted by the Post Office. Food in glass jars are not banned by Post Office regulation, but are discouraged because too many people do not know how to pack the containers. In some cases the boys have tried to eat the food, even though the glass around it was broken, and have received cuts...and food poisoning. If glass jars are included in the package, they should be heavily wrapped in excelsior or shredded paper. Tin containers are preferred.

As for contents...get the food the boys will not get G.I. That includes a number of items in the luxury class. Anchovies, olives, crabmeat, fruit juices, fancy crackers...all have been voted favorites. Fruit cakes are always popular holiday fare...they ship and last well. As for cookies, food specialists in the U.S. Department of Agriculture suggest that firm, rather soft thick cookies travel with less breakage than the thin, crisp type. Square cookies pack more compactly than round cookies. Dried fruit bars, honey, chocolate chip and spice cookies are all good travelers. Chocolate brownies will keep moist if frosted on all sides and then wrapped individually in waxed paper. Tight tin containers not only insure a safer arrival, but protect the freshness of cookies, cake, candy, nuts and other foods. Some mothers have sent fruit and fudge cakes in tin boxes and seal the edges of the lid with adhesive tape. Their sons reported that the cakes arrived in perfect condition. Vacuum packed nuts are also recommended.

That gift of food can truly be a holiday message from home.

* * *

ARMY WANTS TURKEYS

Civilians will have difficulty buying turkeys until the Army Quartermaster Corps has bought enough to assure every serviceman and woman turkey dinners for Thanksgiving, Christmas and New Year's Day.

War Food Order 106 requires the set-aside of 100 percent of the turkeys marketed and processed in designated states and areas most of which are West of the Mississippi River. Though this order has been in effect more than a month, less than three million pounds of turkeys have been obtained. This is in addition to the eight million pounds of hen turkeys purchased for overseas shipment before June. The total quantity obtained is very small in relation to the need of the Armed Forces and only a small portion of the 500 million pounds of turkey being produced this year. The War Food Administration will restrict sales of turkeys to army buyers only until the servicemen's quota is met.

Although total military requirements of turkeys cannot be told, the need is considerably greater than last year. However, even when military purchases are met, the civilian share will be at least three pounds per capita as compared with three and a fourth pounds last year and only about two and a half pounds per capita in the pre-war years 1933 to 1939. With the all-time record supply in prospect this year the share for each civilian may exceed the three pounds allotted.

* * *

LUNCH IN THE PINE ROOM

Since the war began, industrial output in America has increased so tremendously that government, management, and labor have found it necessary to promote better working conditions. One of the new steps is that workers are being fed on the job. By March of this year, five and a half million workers were benefitting from in-plant feeding arrangements. This represents a third of the workers engaged in manufacturing jobs. Before the war less than one-fifth of the workers in manufacturing plants were getting their meals at work.

The General Cable Corporation at Perth Amboy, New Jersey, is one of the many plants responsible for these new figures. To feed an ever increasing number of employees (plant has grown from 1,200 to 3,700 workers), the management decided to switch from a cold service counter to a full-blown cafeteria.

The restaurant opened this March. Walls in the room are knotty pine and the cretonne drapes at the windows have pine cone designs. The tables are topped with chromium finish. Reproductions of famous pictures hang on the wall.

There are three feeding sessions at noon extending from 11:30 to 1:00 P.M. The workers always have a choice of homemade soup, two meats, three vegetables, salads, combination plates, desserts and drinks. Then there is the sandwich bar for those who care to supplement lunches brought from home. Food popular in the home of the workers, such as meat and cabbage dishes, are frequently included in the menu. The women in charge of this cafeteria believe that food can be interesting and reasonable.

(more)

Some of the mill jobs require constant attention from the workers. Those who are unable to leave their benches to come to the cafeteria are serviced by three wagons equipped to keep food hot and cold. As much food is sold from the wagons as in the cafeteria. Women do most of the work in the cafeteria, and in this plant are enthusiastic workers because usually they have sons in the Army and want to feel they are doing a war job at home.

The General Cable Corporation does not consider its feeding program a wartime measure. It expects to continue the in-plant feeding program when the war is over because it feels that hot, nutritious food on the job is a definite factor in maintaining health of workers and keeping morale at high level.

* * *

OFF THE RATION LIST

A number of processed foods go off the ration list, September 17, because of ample supplies available or in prospect, according to War Food Administrator Marvin Jones.

The items that will be ration point free include fruit spreads...jams, jellies and fruit butter of all varieties...canned vegetables, including asparagus, beans, (fresh lima) corn, peas, pumpkin or squash and mixed vegetables... and related products including canned baked beans, tomato sauce, paste, pulp, puree and soups and baby foods.

"There are many factors responsible for this revision of the ration lists," said Administrator Jones. "The American farmer and ranchman have done a magnificent production job since the beginning of the war. Each year of this war they have set a new production record. They have worked long hours. They have been assisted during the harvest and other emergency periods by volunteer workers, part-time and otherwise from the towns and cities.

"They have not only made it possible for us to have the best-fed Army and Navy in the world, but they have supplied essential civilian needs and at the same time have made it possible for us to ship vast quantities of food to our fighting allies."

Favorable growing weather, reserve supplies, and changing war demands make it possible to release additional foods from rationing.

"In securing a sufficient supply of food to have assurance of Army, civilian and Lend-Lease needs, it is inevitable that more than is necessary will be on hand as to certain items. Not only weather conditions, but changing demands and needs make it impossible to produce exactly the amount needed. We are endeavoring to anticipate some of the problems that will arise in handling the vast quantities of food that are vital to our wartime activities."

* * *

ONIONS - PAST, PRESENT, FUTURE

Only in comparatively recent times have vegetables been regarded as a food. You know that. You know of many examples of vegetables that have become popular just since you were a child. We all know the story of tomatoes, once regarded as poisonous. In fact, a long time ago, our kind was almost entirely a meat-eating species.

But, men learned to eat vegetables as the years came along. No one apparently knows how or why men discovered that certain plants were good to eat. Their attention was probably called to the various plants and fruits by their color or odor, first, then by the simple trial and error method of tasting they learned which ones to eat.

It is certainly logical that onions and garlic should be among the first discoveries, if this were the way, because early men used their ears, nose, and eyes for the simple but essential functions of keeping themselves posted on their surroundings.

Egyptians of the Pyramid days regarded onions and garlic as important food items, and sometimes even essential in the diet. So much so that a group of workmen, so history relates, struck because they weren't getting all the onions they thought they should have.

Those early peoples attributed to onions many medicinal values that modern research has disproved. But nutritionists do credit onions with several essential dietary qualities. As for flavor, the onion is tops. It blends with soups, meats, vegetables cooked or otherwise. It carries Vitamin B-1 and Vitamin C in quantity, along with some A and G. It contains the minerals calcium, phosphorus, and iron. And it can be stored satisfactorily for a considerable period of time if a cool, well-aired space is available for storage.



42
R I C

4

LITERARY
CURRENT RECORD

Sept 16 1944 *



Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 S. Wabash Ave., Chicago 3, Illinois

September 16, 1944 --- No. 118

FROM THE CROP REPORT

The Crop Report of September 1 issued September 11 by the U. S. Department of Agriculture shows that American farmers and their families have done their on-to-victory job well. Net agricultural production now seems likely to be above that of any past year except 1942...and even within 2 percent of that all time bountiful year.

Among crops now expected to surpass last year are corn, wheat, oats, peanuts and deciduous fruits and vegetables for the fresh market. As a result of dry weather in the North Atlantic and Pacific Coast states and damage from drought in other sections of the country in early August, prospects for dried beans declined 10 percent during the month. Potatoes, dry peas, apples, sugar beets, rice and buckwheat were also affected by this drought, and their prospective production declined from 1 to 4 percent since the August first estimate.

If frosts hold off until large acreages planted to late crops can mature, further production records can be expected. A few weeks of favorable weather could give the largest aggregate volume of crops this country has ever produced.

Fruit Production

The total prospects for fruit this season changed very little during August. Dry weather brought a slight decrease in commercial apple supplies. But this decrease was more than offset by increases in other fruits. The tonnage for eight major deciduous fruits such as apples, peaches, pears, grapes, cherries, plums, prunes and apricots is indicated as over a fifth greater than the 1943 production. As for citrus fruits, the homemaker can expect fully as much of these types as from the 1943 bloom.

WAR FOOD ADMINISTRATION
Office of Distribution

Fresh Vegetable Market

Commercial truck crops for the fresh market in 1944 will exceed the previous bumper year of 1942 by 11 percent. New high records were set in particular for cabbage, lettuce and onions. And tonnage for eight important vegetables for processing was up about 10 percent over 1943...these vegetables include snap beans, green peas, sweet corn, tomatoes, beets, lima beans, kraut cabbage and pimentos. While the production of sweet corn, green peas and snap beans is lower than last year, tomatoes were about a fifth more plentiful.

Poultry and Egg Production

Farm flocks laid more eggs this August than in any other August in history...42 percent more than the ten-year average. All through this year record supplies of eggs have been available to homemakers. Production during the first eight months of this year topped all other years in all parts of the country. The U. S. production during this period was over 44 billion eggs...nearly half more than the ten-year average. In contrast to last year, the number of pullets not yet of laying age on farms September 1 had decreased 16 percent from a year ago. And of the chickens hatched from June 1 to Sept. 1 there were 37 percent less on farms than last year...this is the smallest number in four years of record.

Milk Production

Milk production during August was 2 percent less than the same month last year, chiefly because pastures were affected by drought. Supplies of butter for civilians will be much smaller the last quarter of this year than last.

* * *

MORE CRIES FROM ONIONS

Now is the time to recommend recipes that call for a smothering of onions. The late summer crop of onions now coming to market promises to exceed a billion 7 hundred million pounds. This looks like the biggest onion production in history and is 52 percent greater than the crop of last year.

This onion supply is not too much. It's just that there is a shortage of storage space in the western states where the expansion in acreage and yield was greatest. Unless storage space can be found in the homes of consumers, a large part of this year's harvest may be lost.

In face of the record production and storage problem, onions have been designated as a Victory food selection for the period Sept. 21 through Oct. 7. The War Food Administration designates a product as a Victory food selection when the supply is exceptionally heavy and must be moved rapidly into consumer channels. So during this period encourage consumers to eat more onions and to lay in an extra supply of ten pounds or more.

As for using the supply, suggest to your listeners that they have some of the utility beef ground into hamburgers...a natural combination with onions,

(more)

stews, pot roast, meat loaf, chili, braised meat dishes, and vegetable combinations are all enhanced by the flavor of onions.

The consumer who wants to store onions at home over a period of several months should select good, fully dried onions. Then the onions should be kept in a dry place because humidity causes onions to root. A pantry or attic is superior to cellar storage. Or the onions may be spread on a screen placed overhead in a garage or back porch. Just be sure the temperature is as near freezing as possible, but don't permit the onions to freeze. The recommended temperature is from 32 to 55 degrees. There should also be a free circulation of air around these vegetables, never pack the onions too tightly in a closed container.

* * *

THE FALL FOR APPLES

Apples, popular fruit in Group Three of the Basic Seven Food Chart will account for about a fifth of the total fresh fruit supply this year. Although the apple harvest is only slightly above average, it is expected to total nearly one and a quarter million bushels...which is 38 percent greater than the small yield last year.

While an apple a day may not keep the doctor away...regardless of the old proverb...it is a fruit that adds to our well-being. Group Three fruits and vegetables are not significant for any vitamin or mineral, but they make good all-around contributions to the diet. However, apples in view of their large use do contribute plenty of vitamin C if eaten raw. They also give us a fair amount of iron. When apples are made into sauce and cooked they lose about a fourth of their vitamin C.

Another reason for hailing the fall harvest of apples is their adaptable use. We use apples raw, in vinegar, apple butter, apple cider, canned juice and sauce. And even though they lose some food value when you cook them, it would be tiresome to eat apples raw always. Apples with a tart flavor are really better when you cook them and add a bit of sweetening. Also the fruit with bruises and bad spots are more adaptable to cooking. Those cooked uses include baked apple, apple sauce, pie or dumplings. Fried in bacon fat or other table fats, apples are a good accompaniment to the meat course. They may also be scalloped with sweet potatoes or used as apple stuffing with baked spare ribs. As a dessert they may be used in apple sauce cake, with tapioca, or with bread crumbs as brown betty.

As for storage, apples keep longer than most fruits at room temperature. But they'll taste better and keep longer if kept in a cool, moist storage room. A well ventilated cellar with a dirt floor makes a good place. The temperature of the storage room should not be lower than 35 degrees and the most desirable temperature would be between 35 and 40 degrees. Although apples have a natural protective coating they tend to absorb odors from vegetables stored in the same room...so it's a good idea to choose their storeroom company carefully.

* * *

IN THE BAG

You may know them as the earth nut, goober, monkey nut or pindar...but by any other name they're still peanuts. And roasted peanuts especially the Spanish variety, and peanut butter, will continue plentiful during 1944.

This year the peanut crop is the largest in history. A billion and a half pounds will soon be available for processing into favorite peanut products... butter, salted and roasted nuts and peanut confections.

Nearly half the commercial edible crop of peanuts is made into peanut butter. Some 700 million pounds of farmers' grade peanuts may be turned into peanut butter during the coming year. Salted peanuts are second in popularity. The small Spanish salted type will be especially plentiful on the home markets. The Virginia shelled peanuts, or the jumbo type, will be scarce since Uncle Sam is reserving nearly 50 percent of the crop of Virginia's for shipment to our armed forces overseas in the form of salted peanuts. The boys at the front will receive some salted Spanish, also.

Early in the war, farmers were asked to increase their production of peanuts because of the nation's need for vegetable oil. Peanut oil can be used to replace imported oils, mainly cocoanut oil, which used to come from the Dutch East Indies, the Philippine Islands, and Malaya, and to some extent olive oil from Europe. Every part of the peanut plant and all by-products resulting from factory processes can be used, mainly for stock feeding. Peanut hay, press cake and the meal by-products left from making oil are excellent feed for cattle and hogs. Peanut shells are used for fuel or as a filler in stock feeds.

Peanuts are mainly valuable for food and forage but to some extent they have gone to war in such forms as explosives, oil, salves, and medicines.

Though peanuts are regarded often as between-meal snacks to be eaten just for enjoyment, they are really a very good food. They contain high quality protein and are a good source of fat. That fat content of peanuts ranges from about forty to fifty percent and the protein content ranges from about thirty to thirty-four percent. Just one ounce of peanuts will provide about a tenth of the day's requirement of protein. Peanuts can also be a very important and inexpensive source of thiamine, riboflavin and niacin. A one-ounce package will supply about a fourth of the day's requirement of niacin. Their protein and fat content place peanuts in Group Five on the Basic Seven Chart with meat. Peanuts, however, are not a satisfactory substitute for dairy products or eggs.

Peanut butter is an excellent example of a nut prepared in a way to increase ease of digestion.

* * *

CHRISTMAS GIFTS FOR U. S. PRISONERS

Christmas packages for the boys overseas are being mailed now and until October 15 to assure delivery in time for the holidays. The Red Cross Prisoner-Of-War Packages Center in Philadelphia started its Christmas packaging in the middle of August. The Red Cross wanted to be sure that each American prisoner of war and civilian internee held by Germany would have a special Christmas gift on time. The Red Cross Packing Centers in New York and St. Louis will continue on the standard food parcels which go to American prisoners in Europe weekly. The standard food packages go to the Orient whenever Japan permits delivery.

The Red Cross Christmas package brings a bit of luxury into the lives of the internees. It will contain articles that the prisoners would not get usually and things to remind them of Christmas. The contents include canned turkey, plum pudding, sausages, butter, deviled ham, cheddar cheese, bullion cubes, tea, honey, strawberry jam, candy, mixed salted nuts, fruit bars, dates, sliced pine-apple, chewing gum, playing cards, cigarettes, smoking tobacco, a pipe, wash cloth, a game, a picture for barrack walls. That picture is of some typical American scene such as Niagara Falls or Old Faithful, or perhaps a Currier and Ives reproduction. With few exceptions the food in these packages is purchased through the War Food Administration.

The next-of-kin to a prisoner of war or civilian internee in Europe may also send a Christmas package. Every box the next-of-kin mails must have the current parcel label attached that has been issued by the office of the Provost Marshal General. These labels go out automatically every sixty days and it is not necessary to request them. Relatives other than the designated next-of-kin are not entitled to obtain parcel labels. There is however no objection to other members of a prisoner's family contributing to the package provided it does not exceed the permitted weight and size.

* * *

NUTRITION IN WARTIME ENGLAND

September is nutrition month in the United States because the war has re-emphasized to the American people that the strength of a nation depends on how food is produced, conserved and used in the fight for freedom. During the month the press and radio and magazines and clubs across the nation will deal with popular understanding of good eating habits. In England, too, ever since the war began, the British Food Ministry has carried out this idea of direct contact with the people to give food advice. The Ministry of Food has created some fifty Food Advice Centers in different parts of the British Isles. These centers are each staffed with about half a dozen women who are skilled cooks and have practical experience in wartime housekeeping.

The Centres are usually opened in a shop in a busy street of a town, people come in to get advice on how to provide nourishing meals, work out their ration points, or deal with some special difficulty.

The Centres give suggestions on packed lunches, children's meals, and preparation of wartime dishes.

(more)

At stated times during the day, demonstrations of simple wartime dishes are given and emphasis is laid on the importance of a balanced diet. The demonstrators don't stay in the Centre all day. They go out to the big stores and into factories at the lunch hour. At many market places in Britain, too, the Food Advice Booth is open every week.

The women in Britain have had a difficult job to cope with wartime food problems, so the Food Advice Centres have been most helpful. And when a home-maker has learned a good food trick herself...she brings the idea to the Centre so that it will be shared with other women.

* * *

SEPTEMBER FEATURES FOR THE VEGETABLE PLATE

When the "blue plate special" at luncheon is to be an attractive vegetable assortment...here are a trio of items available on fresh food markets, in September abundance, that will add variety, attractiveness, and a generous array of food values to meals. They are eggplant, cauliflower, and squash.

Eggplant is in best supply during the spring and fall seasons of the year. Midwestern grown eggplant is selling at quite reasonable prices in many markets right now. It is delicious breaded and fried, stewed with tomatoes, braised, or split in halves and stuffed with a tasty dressing, such as bread and sage, bread and meat or vegetables. Being bland in taste, eggplant needs to be combined with more flavorful items, such as tomatoes, onions, green or red peppers, to make it colorful and appetizing. If boiled, eggplant needs a well seasoned sauce.

September also sees increased supplies of both western and home grown cauliflower at Midwestern food stores. Cauliflower has been called the "queen of cabbages"...and it certainly is a winner to enrich any dinner. You can explain to homemakers that they may find a wide range in price for the same size head at their markets. That's because rain and frost often affect the quality of cauliflower; and if the head is open or not covered with protecting leaves, it is likely to turn yellow or become spotted. Everyone likes the white, or pearl-colored "flower"...which naturally commands the highest price. One medium-sized head will make five to six good servings.

Supplies of squash are ample at this time of the year and the quality is good. There are many kinds of squash, and they vary in color, size, and shape. Those on the market right now include the white squash...most of these are disc-shaped and are known as cymlings or pattypans. The yellow varieties are generally long and somewhat crook-necked and have more or less rough rind, the roughness of the rind usually increasing with age. A favorite for tangy fall weather is the Acorn, which has the advantage of being a handy size to use and is a very substantial vegetable. The cucumber-like Zucchini and the giant Hubbard complete the squash family group at a well-stocked market.

* * *



Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 S. Wabash Avenue, Chicago 3, Illinois

September 23, 1944 -- No. 119

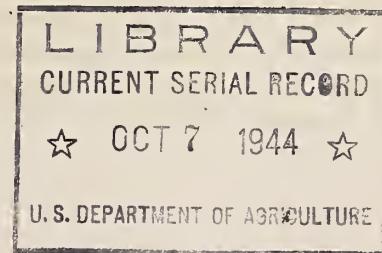
A GLANCE INTO THE U. S. SUGAR BOWL

Did you know that more sugar is being used in this country than before the war? Not only are homemakers and food processors putting quite a drain on the national sugar bowl, but much sugar is being made into industrial alcohol for synthetic rubber. These demands plus smaller sugar beet crops and restricted imports because of the war will make the stock carry-over at the end of this year smaller than at the end of 1943.

Some retail stores have reported temporary shortages of sugar and this is chiefly because U. S. distributors are behind schedule on orders as a result of labor shortages and inland car movement difficulties. Preliminary information from the War Food Administration shows that the consumption of sugar in the United States during the first eight months of 1944 was more than 450,000 tons higher than for the same period last year. This was a good crop year for fruits and vegetables and more homemakers and commercial food processors were in the market for sugar. Then, during the flush season of milk production, extra sugar was granted for the manufacture of condensed milk. Also supplementary sugar was allotted to permit increased freezing of egg yolks and manufacture of eggs into commercial food products. This measure was taken when eggs were in abundant supply. Then too, more sugar was used to replace reduced supplies of corn syrup sweeteners. In addition to these food uses, 700,000 tons of sugar have been used in the form of high test molasses for the manufacture of industrial alcohol.

To meet these demands for sugar, we have beet and cane sugar from crops grown in the United States and cane sugar imports from the Caribbean area. The U.S. production of beet sugar for January through August totalled

(more)



**WAR FOOD ADMINISTRATION
Office of Distribution**

47,000 tons. During the same period, almost 750,000 tons were distributed. This meant reducing stocks of beet sugar on hand January 1 from a total of 838,000 tons to 136,000 tons on September 1. This is the lowest inventory recorded for this date since 1934.

Production of cane sugar in the United States during the first eight months was 84,000 tons and arrivals from the Caribbean area were over three and a half million tons...a total of 3,830,000 tons. But more than four million tons were distributed...so cane sugar inventories were reduced from 929,000 tons to 545,000 tons by September 1.

With the Axis dominating such important sugar producing areas as Java and the Philippine Islands, the Caribbean area has become increasingly important as the sugar granary of the United States and our Western Allies. With shipping difficulties and reduced production in some domestic areas, rationing of sugar was necessary...also international allocations.

Under the allocations procedure, the United Kingdom, Canada, Russia and other friendly nations relying on the Caribbean area for sugar, continue to receive some direct from this source and some from quantities delivered first to the United States for refining.

* * *

SPREADING B U T T E R THINNER

The chances are one-hundred to one that your listeners want to know why they can't buy as much butter as their ration coupons would allow and why supplies will continue tight the rest of the year. The following review may answer a few of their questions.

As far as supply is concerned, U. S. civilians will get 80 out of every one-hundred pounds of butter manufactured this year. Fifteen pounds of every hundred goes to our armed forces and the remaining five out of every hundred pounds will be sent to the Russian Army...chiefly for use in hospitals. The average civilian share this year will be slightly less than 12 pounds as compared with 16.7 pounds for the years between 1935 and 1939.

This year the Government bought 285 million pounds of butter...the purchases last year were 464 million pounds. Not as much butter was bought this year because of some carry-over. Last year the Government had no butter stocks on hand and was forced to procure butter under a set-aside order. This meant that butter manufacturers were required to reserve a certain part of each month's supply for purchase by Government agencies...with set-aside highest in months of peak production.

Even with greatly reduced purchases for war uses, civilian supplies the remainder of this year will be as tight as they were during the same period in 1943. There are several reasons for this. More people are anxious to buy butter than ever before. Our supplies are being shared with our servicemen and with Russian soldiers. Milk production is now declining seasonally.

(more)

And butter production is now smaller than in peacetime. For the first seven months of this year, butter production was 131 million pounds smaller than the first part of 1943. July production was the lowest in 22 years. And in August and September, it's expected to be 15 million pounds lower than in the same two months last year. That's why some sections of the country...especially those farthest from the major butter producing areas in the Mid-West...are now noticing limited supplies.

Smaller butter production is not the result of smaller milk production. Annual milk production is about 15 billion pounds higher than before the war. It's just that none of this increase is reflected in butter manufacture. That added supply has meant more fluid milk, cheese, evaporated milk and milk powder.

Civilians are drinking between 20 and 25 percent more milk now than before the war. This increase was desirable from a nutritional standpoint and Government food officials were reluctant to cut back fluid milk sales. The dairy products most in demand for military export are whole milk powder, cheddar cheese and evaporated milk because they pack well, take relatively little space and store safely. As the number of men overseas increases so do military requirements. U. S. Military forces have asked for about 75 percent more evaporated milk in 1944 than in 1943.

This September, butter manufacturers are reserving 20 percent of their supply for the Government. But beginning October 1...and until the spring when production gets seasonally higher...all butter made will be for civilians.

* * *

PRESENT MEAT SUPPLIES

Many homemakers are finding that the meat supply picture is a constantly changing one. A few months ago all cuts of pork were abundant... now ham and bacon and pork loins are scarce. One reason for this is that not nearly the number of hogs are coming to market as a few months ago and not as many as a year ago. It is estimated that hog slaughter for October thru December will be at least 15 percent less than for the same period last year. Also federally inspected packers are required to set-aside about a third of the pork they slaughter for military and other war agency requirements. Shoulders, hams, loins and bacon are the chief cuts being taken. As the 1944 spring pig crop begins moving to market in November, there will be an improvement in supplies, but for the next few weeks the homemaker will find her choice of pork pretty limited.

She will also find less lamb and mutton for family meals this year as the lamb crop is considerably under that of a year ago. However, the heavy marketing season of the year is approaching and supplies of this meat will increase during the next five or six weeks.

While movement of beef cattle to market is still slow, record marketings are expected in October and early November. Most cattle have been sent directly

(more)

to the packing plant from the western and southwestern range country without being finished in the feed lots of the Middlewest. This means more Utility and Commercial grade meat even though some Choice cuts come from range fed cattle. The Choice cuts of beef will continue to be scarce for the next month or two at least because 60 percent of the beef slaughtered under federal inspection and which meets army specifications...must be set-aside for war uses. This is nearly a third of our beef supply. Calf slaughter has been heavy during the summer and will continue so for the next few months. With no set-aside on veal, most of the supply is available for civilian trade.

This year beef and veal will make up about 45 percent of the total meat supply. About 51 percent of our meat will be pork, and lamb and mutton will provide the remaining four percent.

* * *

CORRECTION ON APPLE STORY - ROUND-UP - SEPTEMBER 16

In the story, "The Fall for Apples", printed in the September 16th issue of ROUND-UP, the 1944 expected crop of apples was quoted as one and a quarter million bushels. The correct figure, according to the September 11 Crop Report, should read one hundred and a quarter million bushels.

Of this expected crop, an estimated 3 to 4 million bushels were blown to the ground along the Atlantic seaboard by the tropical hurricane September 14. Thousands of volunteers from nearby towns have been helping the growers gather the fallen fruit, and consumers in the heavily populated Eastern areas are being urged to take advantage of the temporary market surplus. Most of the apples that fell were ripe and many were bruised only slightly if at all.

The main course of the hurricane, where most of the apples dropped, was from Southeastern Maryland, directly north through New Hampshire to Southern Maine.

* * *

RAISINS FOR THE HOLIDAYS

Homemakers can expect more raisins on the market from now on and through the holidays. The War Food Administration is offering for sale through normal trade outlets over two million pounds of raisins. Some are Thompson Seedless and the balance are seeded Muscats.

This supply of raisins should be welcome news to those women who bake their own holiday fruit cake. Raisins also add flavor and food value to salads, mincemeat, rice or bread puddings, and sauces for meat. They can be used to stuff the centers of baked apples for dessert. By using raisins in cookies or cake, the homemaker is tucking extra calories in the box lunch that goes to school or work.

* * *

ON THE CHINESE MENU

Many of us are giving more thought to China than ever before since many Americans are "over there." People are asking questions about this large and rather mysterious country, China...questions about its ancient civilization...its education and recreation, customs and food. One seventh grader asked her Dad, "Do they have a Basic Seven, too?"

Dr. Mark Graubard of the War Food Administration, who has studied the food habits of many countries, has answered some of these questions about what the Chinese eat. Referring to the Basic Seven, he says that Chinese scientists too, have certain nutritional recommendations, but the groupings are different from ours. People can get the nutrients necessary for growth and health from many foods and many different combinations of foods. Scientists frequently assure us that the traditional eating habits in almost any part of the world can be modified or balanced in such a way that everyone could be properly fed, yet continue to enjoy foods they're accustomed to eating.

During peace time, the average Chinese usually got enough calories in his diet, but he still suffered from "hidden hunger". By that is meant the diets of the majority generally were deficient in iron, protein, fats, and calcium. In Southern China they lack vitamins A and B. North China needs more vitamins A and D. In the South, they eat rice, barley and millet, but no bread. And in the North where wheat and rye bread is a staple part of the diet, rice is not popularly liked.

The Chinese diet is mainly vegetarian. The people get their protein from cereals, vegetables and legumes...especially soya. Vegetables of many kinds are fairly plentiful. Greens are a regular part of the diet. Sweet potatoes are popular...much better liked than white potatoes. They may be explained by the shortage of sugar in Chinese diets. Sorghum and sugarcane juice are the common sweets, but they are not plentiful. The Chinese never put sugar in tea which they consume in large quantities. Except in the homes of the wealthy, sweet desserts are almost unheard of. Fruits are pretty widely eaten.

The surprising omission in Chinese meals is along the dairy line. The people have no milk, butter or cheese whatever and very few eggs, which explains the widespread deficiency in vitamin A. They have a little fat...vegetable oil...which is used sparingly in cooking and seasoning.

The people who live close to the coast get fish occasionally. If the Chinese distribution system for food were better, more people could enjoy this supply of fish. Most Chinese consider themselves lucky to get mutton once a month. It's such a treat that they cut it in very small pieces and mix it with rice and vegetables. Otherwise, meat is very rare.

At least in one respect, the Chinese peasants eat more wisely than their more affluent neighbors. Because they have very little fuel for cooking they are less likely to overcook their vegetables; and they always use the water in which they cook them for soups or sauces. Consequently, they lose less of the mineral and vitamin content of vegetables. And because food is hard to get they are not so apt to refine the cereals, retaining the extra food value found in the outer coats of grains.

FOOD MARKET PICTURE

In glancing at latest reports from various regional fruit and vegetable reporters for the War Food Administration, we see that apples continue in moderate to liberal supply with prices unchanged. Fall and winter varieties are beginning to increase in volume now as the earlier apples taper off.

In northern sections, peaches continue in good supply also, with most offerings running ripe but of good quality.

Most vegetables are in moderate supply. Lettuce is scarce in most areas and selling at the ceiling generally. Market reporters this past week said celery, especially northern grown, was plentiful and that prices were turning slightly lower.

Corn and cauliflower were higher in price as supplies eased.

The onion situation bears watching. The peak of the late crop is still ahead, with supplies just now beginning to arrive in volume at wholesale markets. Up to the end of last week, reporters said there had been plenty of onions but no more than enough to meet the demand. However, with the bulk still to come it appears there may still be more of this vegetable on the market all at one time than storage facilities can handle.

While the total crop this year is not expected to exceed demand when spread over the entire year, the fact that so much of the supply will reach the market at one time makes it advisable to continue our plan for buying onions in five to ten-pound lots for home storage during the period up to October 7, while they are listed as the Victory Food Selection.



992
RIIC
14



Radio Round-up

on food...

A Service --

For Directors of Women's Radio Programs

5 S. Wabash avenue, Chicago 3, Ill.

September 30, 1944 -- No. 120

VITAMIN C VEGETABLES

More and more the Basic Seven Food Chart is being used as the guide for selecting the right kinds of food daily for better health. Only when the right amount of foods from each group are eaten daily does the body get its needed supply of energy of calories, protein, minerals and vitamins.

One of the beauties of the Basic Seven Chart is that it is designed to fit available food supplies. For example, Group Two foods are notable for vitamin C... that vitamin which among other functions holds or binds the cells of the body together. The citrus fruits and tomatoes are usually named when we think of headliners in this group. But there are several vegetables rich in vitamin C which might well be called to the attention of the homemaker. These vegetables will be generally available for fall and winter meals.

Brussels sprouts, broccoli, cabbage, rutabagas, cauliflower and turnips belong in this group. Sweet potatoes and white potatoes can be relied on to help out with vitamin C also because we can use them often in our daily meals. They're not as high in vitamin C though as the cabbage and turnip families.

Vitamin C is very unstable except in acid foods such as citrus fruits and tomatoes. Air and long cooking, in particular, hasten its destruction. So vitamin C vegetables should be prepared as close to serving time as possible. And the cooking should not be any longer than necessary to tenderize the vegetable.

* * * *

WAR FOOD ADMINISTRATION
Office of Distribution

BAKERS MAY SEND G I. GIFTS

Baking companies who have employees in the armed forces may send Christmas gifts of fruit cake or other bakery products to these men and women if they desire to do so, according to the War Food Administration. This action was necessary because of restrictions in War Food Order No. 1.

As you know, War Food Order No. 1 deals with bakery products. It restricts the making by a baker of more than twenty varieties of bread and twelve varieties of rolls in any one week; determines the amount of sugar and shortening in bread; requires that white bread and rolls be enriched. It also bans consignment selling and prohibits any baker from making gifts or samples of his products to any person except charitable institutions. The Order was passed to conserve food and effect economies in the baking industry.

Because of a more plentiful supply of wheat and other ingredients used in bakery products, the WFA is giving permission to all bakers who so wish to send bakery products as Christmas gifts to their employees in the Armed Services.

* * * *

A GRADE FOR EGGS

Many of our food products are graded today because distributors and consumers want to get the quality of merchandise they pay for. When an identifying mark or label is attached to these food products, the consumer can select the quality that best suits her purpose and purse.

The War Food Administration, through its Dairy and Poultry Branch, is supervising the use of four standards for individual shell eggs. The consumer will recognize those standards as U.S. Grade AA, A, B, and C. Perhaps your listeners are familiar with these classes, but do not know the quality requirements for each grade.

The U.S. Grade AA eggs are found on only a few markets, and must pass the highest requirement tests. The yolk is well-rounded and has a firm up-standing appearance because it is surrounded by a white that is clear and thick. The U.S. Grade A is available on most markets. The yolk is well-rounded and the white is clear and nearly as firm as that of Grade AA. Both of these grades provide the highest type of breakfast eggs. Grade B eggs can be used both for table and for cooking. The yolk is somewhat flattened and may have a slightly mottled appearance. The white is less firm and spreads out more than in the higher grade eggs. Grade B eggs are now particularly plentiful in many sections of the country. The Grade C egg is the lowest grade of edible egg. The yolk may be flat. The white is very thin and watery. The best use of this grade is for general cooking purposes...it is just as suitable for this purpose as the higher grades. All grades have approximately the same food value.

Grading eliminates inedible eggs from mixed collections. Thus the home-maker is assured twelve good eggs in every dozen she buys.

* * * *

MORE NUTS

September estimates by the U.S. Department of Agriculture indicate the biggest crop of tree nuts in history... about 15 percent above that of 1943. Here are some highlights on this year's nut crop.

In order of the quantity produced, the four most important nuts among the tree varieties in the United States are English walnuts, pecans, almonds and filberts. Peanuts are not included in this group because they are classified as a ground nut. Nut eaters consume about three times as many peanuts as all tree nuts combined.

It's of interest to note that about half of our total walnut, pecan, almond and filbert crops are marketed in shell... through grocery stores and at nut and candy counters. The remainder are shelled commercially and the majority of these nuts reach the public as an ingredient in baked goods, soda fountain concoctions and candies.

Ninety percent of our native English walnuts, sometimes called Persian walnuts, are grown in California. Oregon produces the balance. This year's crop promises to yield almost 150 million pounds of nuts. August was relatively cool which favored the development of the nutmeats into full size and rich flavor. September is the harvest month for walnuts.

Pecans grow in many of the Southern states from the Eastern coastal areas to Texas and Oklahoma in the Southwest. For selling purposes, pecans are divided into two grades known as "improved" pecans which average about 40 percent of the total crop, and the "seedling" pecans which are not as large generally as the improved pecans. About 75 percent of the pecan crop is shelled commercially. Most of the shelled pecans are in the seedling class leaving the larger pecans for sale in shell. Total pecan production will probably come close to 143 million pounds. This pecan harvest will be at a peak in November.

California is the almond state...producing about 40 million pounds. The harvest of these nuts began in August. Filberts, often known as hazel nuts, are usually harvested in September in Washington and Oregon, the two top producing states. The crop is estimated at 14 million pounds.

Filberts, chestnuts and almonds are often imported from the Mediterranean Area. Prospects for their import this year are uncertain. Brazil nuts, from Brazil of course, if at all available, will be in very limited quantities. Cashew nuts come from India when we can get them. But we can expect certain supplies in our own country of black walnuts, butternuts, pinon, and hickory nuts.

The military and war service requirements for this year's nut crops are very small. Salted nuts in vacuum packed cans will be included in thousands of Christmas boxes to the boys overseas this year...some sent by relatives and friends, some by the Red Cross and other organizations.

A NEW WAY FOR CHEESE WHEY

Cheese Whey, like other dairy products, is taking on increased usefulness since the War. Lately it has been processed for milk sugar. This is the result of an increased demand for milk sugar for the new wonder drug...Penicillin.

Previous to the War most of the Cheese Whey in this country had such little commercial value that factories were poorly repaid for salvaging it. Although a small amount was dried and used as a protein and vitamin supplement for commercial poultry feed, most of it was returned to the farms and fed to the calves. And large quantities were wasted despite the fact that Whey contains important amounts of protein, riboflavin, Vitamin B₁, calcium, phosphorus, other vitamins and minerals, as well as milk sugar...or lactose.

Then milk sugar made from Whey became especially important because scientists have discovered that the mold which produces penicillin can be grown successfully in a culture containing milk sugar. Nor is the manufacture of Penicillin being held up because of any shortages of milk sugar. Cheese Whey production had been mounting because of military, civilian and Lend-Lease requirements for Cheddar Cheese, and milk sugar manufacturers have installed new plants and equipment for increasing the production using Whey as a raw material for milk sugar.

To encourage cheese manufacturers to salvage their Whey, the War Food Administration recommended that the ceiling prices on Whey products be increased. This has been done and cheese factories have found it profitable to save Whey for processing.

Up until 1943, about six million pounds of milk sugar were produced annually in this country. It was used mostly in the manufacture of prepared infant foods and in the drug trade. Before the War, the principal raw material for milk sugar was the Whey by-product from the manufacture of casein. Casein is made from skim milk. The supply of skim milk for this purpose has decreased because of greater demand for non-fat dry milk solids, formerly known as powdered skim milk, for food. As a result the Whey from casein was decreased, and a possible shortage of milk sugar was imminent. With the cooperation of the milk sugar industry, the plans of the War Food Administration to get milk sugar from cheese Whey were carried out. With the result in 1944, production of milk sugar will total 12 to 15 million pounds... more than double the amount last year. All demands for milk sugar are now being met and allocations for its distribution have been temporarily suspended.

* * * *

FROZEN FOOD BUYS

For the next couple of months it may be difficult to find freezer storage space for the new pack of frozen fruits and vegetables unless more of the stocks now on hand are moved into trade channels. This is due to the increased production this year of frozen fruits, vegetables, meats, fish and other perishables.

(more)

Also increased army stocks of perishables have limited the amount of freezer cold storage space now available throughout the country. This means that distributors are going to be moving stocks of frozen foods into the retail trade where there are frozen food counters and locker plants.

The War Food Administration estimates there are now...October 1...about 474 million pounds of frozen fruits and vegetables in storage. This is almost a fourth more than was on hand the first of October last year. Of this amount nearly two hundred and fifty million pounds are frozen fruits and one hundred and 64 million pounds are frozen vegetables.

While the total quantity of frozen fruits is greater than that for vegetables, less frozen fruits will be made available to the retail trade. Most of the frozen fruits are diverted to making jam, jellies, and preserves for the Army. But those frozen fruits which are available to the homemaker are a good buy from a ration point angle! Right now they are off the ration list. Among the largest frozen fruit supplies will be cherries, peaches, and strawberries.

On the other hand, almost all of the pack of frozen vegetables will be going to Americans at home. The homemaker will find supplies of baked beans, snap beans, peas, corn, spinach, and broccoli, the most plentiful. Smaller amounts of Brussels sprouts, cauliflower, lima beans will also be on the market.

A special word need be said about those frozen baked beans. They have become an increasingly important item in retail stocks. There are large stores of this frozen vegetable now on hand. The homemaker will find them a time saver as they are already cooked. They need only be heated and are ready for serving.

As for food value of frozen foods...experts say that vitamin losses incurred in the freezing process are relatively small.

OYSTERS R IN SEASON

September brought the three R's for readin', ritin' and rithmetic...and another R for the opening of the Oyster season. However, because of labor shortages in the producing areas, oysters are only now coming to the markets in any quantity. The peak of the supply will be reached at the holiday time and supplies are expected to be fairly good.

Large oysters from the middle Atlantic and New England states, in particular will be limited this year. High prices paid for oysters last season caused many oyster planters to market their stocks of large as well as smaller oysters. Usually the smaller oysters are held over for the following season.

The ready market for fresh oysters this spring also meant that few oysters were canned. Before the war, considerable quantities were processed in the South Atlantic, Gulf and Pacific northwest states, but the fresh market sales caused canning to be decreased in the Gulf and South Atlantic areas and discontinued in the Pacific Northwest.

(more)

As a food, oysters rank high in taste appeal. In nutritional value, they contribute significant amounts of protein, iron calcium and phosphorus. These minerals which oysters supply are most often deficient in the daily diet. So when oysters are available on local markets, they're a good investment in nutrition.

ON THE BUTTER QUESTION

Because recent attention has been focused on the more or less "tight" butter situation, perhaps we should take a look at the picture. Consumers will want to know why they can't buy ^{as much as} as much butter as they have money to buy - why they can't even buy ^{as much as} as they could before the war - and why supplies currently are becoming even shorter. Those are logical questions.

The answers are logical too. The reason why people can't buy all the butter they would like is simply that more people now want to buy more butter than ever before. Even if we had as much butter as was produced during peace-time, WFA officials say, we wouldn't have enough to supply the present demand for butter.

Now, add to that situation the fact that civilians must share their butter with our armed forces, besides sending a small amount also to Russia for hospital units. Even so, our American civilians are getting about 80 out of every 100 pounds of butter produced this year. And figured on the basis of per capita distribution for the year, the amount of butter available to civilian consumers in the United States will be approximately 12 pounds per person. That's one pound a month, or about a quarter-pound a week for each of us. Before the war the per capita supply was 16.7 pounds a year.

And before the war, of course, all our soldiers and sailors and marines were at home. They were eating from civilian supplies then. Now they are being allowed 15 out of every 100 pounds of butter produced. We must remember that.

Knowing all this, it is easy enough to understand why we can't buy all the butter we want every time we go to the store.

But now, some folks may wonder why butter production is lower now than it was before the war. WFA reports show plainly that milk production is about 15 billion pounds greater than it was before the war. Consumers, hearing these figures, logically wonder why butter production is down. Here again the answer is simple. And it is not a matter of blaming poor food management or finding fault with anyone.

Civilian demand for fluid milk has increased, also...to such an extent that we are now drinking or otherwise using between 20 and 25 percent more milk than before the war. In addition, output of some other products, such as cheese, evaporated milk, and milk powder has been increased. Thus, although more milk is being produced now than before the war, there is actually less for separation into cream to be used in the manufacture of butter than then. So, less butter.





